IMPORTANCE OF COMMUNICATION IN CONFLICT AND CRISIS MANAGEMENT

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Whenever we hear "conflict or crisis", there is always a negative connotation and/or idea for us. We tend to negatively think, "What happened again?", "Who are involved in the conflict?" "Does this conflict or crisis may affect me?". As human beings, from when we are born, we are naturally trained by our parents to be and to act as a member of a certain group – family. In that way, in our early years, we are profoundly instructed on how to deal with other people that is beyond our spectrum of understanding and action, just to fit and mix with them to prevent conflict. As we grow old and be part of other groups or organizations, we inhabit and apply these practices for the furtherance of our tenure. Thus, we must make decisions rationally in our daily interactions with other people, both personally and professionally. However, even if we have well-organized thoughts, ideas, and actions, there is always a situation that will test your emotional and mental management skills.

"No one fits all", you cannot please everyone. In a certain group or organization, there is a variation of people with different backgrounds, personalities, and mindsets. Therefore, conflict is innately part of the organization that entails discussion, disagreements, and misunderstanding of ideas and actions.

In the study of Onwe and Nwogbaga (2014), they emphasized that school managers should know the causes of conflicts and crisis in school management hence they can acknowledge the conflict and crisis accordingly. I understand the statement of the two researchers, however, the school manager or head, if we address them properly in education jargon, must not be the lone wolf in the pack who is dealing with the conflict

and crisis. In dealing with these situations, the school head must acknowledge the important role of his or her subordinates for he/she able to understand the causes. An in-depth investigation is not enough if you do it alone. Understanding and examining a conflict or a crisis must not be isolated, ergo, we must learn that causes of conflict and crisis are interconnected in various spectrums like ideas, forms, and dynamic forces and aspects.

On this note, we must not look at conflict and crisis negative in general. A completely conflict-free environment would be absurd, uninteresting, and a clear sign that conflict is being repressed at the expense of organizational advancement. A certain organization must face conflict or crisis sometimes not only to test their management skills but also for them to have a depth understanding to their people and group. In that way, they are expanding their knowledge about the things that they need to prioritize, at the same time, allowing their people feel that they are important and have a place in the organization. Moreover, conflict and crisis are inevitable. Suppressing those two may result negatively in the lens of people because they will think that the organization where they belong is autocratic and humdrum.

As a future leader, I understand the importance of communication in an organization. In order to properly address and identify the causes of conflict and crisis, whatever types of conflict and crisis may it is, I must know first how to effectively use the power of communication. Identifying, describing, and finding solutions are some phases that are very crucial in crisis management but on the shadow of that planning, proper communication must be grounded, for a positive outcome or result. Moreover, Senapathy (2023), emphasized that members who are guaranteed to be informed, involved, and in agreement with the aims and objectives can produce a positive result in an organization. Also, communication aids in conflict resolution, risk identification and mitigation, and trust building. Thus, for effective communication, the crisis management process

comprises crisis communication, which encompasses management strategy, message, timing, and distribution methods.

Within an organization, conflict and crises are inevitable and will inevitably arise at some point. We as a leader must imperatively possess knowledge and skills of suitable and punctual conflict and crisis management techniques and take appropriate action. Whereas we must also consider the perceptions of our subordinates in orchestrating an effective, feasible, and well-rounded plan and solution with the use of encouraging and positive communication. We must always remember conflict and crisis may have a positive and negative impact in an organization if we don't properly handle it. Conflict and crisis may make or break us.

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