

Improving the quality of communication in companies in accordance with Islamic principles

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Abstract

It is widely known that everyone who shows an interest in studying communication as a skill or in its concrete sense, will undoubtedly come across a large number of studies, books and theories. Modern theories of communication that mainly the term communication reduce it to a definition that purely means the exchange of information between the sender and the receiver, in the roughest sense of the word. Only later in the early nineties, in terms of speaking of communication in general, was it noticed that the psychological understanding of communication as an active process is a key aspect of the study and observation of communication in general, and accordingly this phenomenon starts to become skill.

Without neglecting the time distance of the development and study of communication in the modern sense, we must point out that the best example of communication skills can be found in the life of the Prophet. The examples that are visible when studying the Prophet as the most influential model of applied communication skills in all aspects of life, testify to his excellence as well as the unsurpassed application of them in modern life and any aspect of it.

The aim of this paper is to emphasize the business world, leadership and the modern corporate system, where everyday difficulties are undoubtedly found precisely in the part that concerns communication, and in what way all those touch points of communication methods are visible in the practice of The Prophet, and which are also applicable in the modern business world. Not only are they applicable, but their use leads to improved business, better relations between people, which in the end always leads to a better and more inspiring business environment within and between business partners themselves.

All this speaks in favour of the fact that communication is not an act but an active process, as taught by the Prophet, peace be upon him, who best shows what it means to be successful in communicating with people on an individual or social level. The models of communication skills applied by the Prophet, and the methods he used in terms of leadership, organization, state organization, implementation of plans, and similar, largely represent the basis for modelling personality and behaviour in the world of communication, which is applied in modern approaches to communication in the business world. At the same time, it's important not to ignore the circumstances in which the Prophet, peace be upon him, lived, including all the communication challenges at the then level of development of society, and the beginnings of the organization of such a powerful civilizational culture, which dominates in its scope and proper respect even today.

The method includes the analysis of actions from the life of the Prophet, peace and blessings be upon him, through comparison with the same or similar situations in which a person can find themselves in the corporate world today, and the synthesis and comparison of modern communication tools and techniques with those used by the Prophet, peace and blessings be upon him, in his work and practice. All of this leads to the synthesis of the above into a single unit of the most successful and applicable model of communication in the world today.

The results of this analysis through communication would be another confirmation of the living Islamic principle that directed people towards each other, and as proof of the fact that the Prophet, is a universal and inexhaustible example of how and in what way to achieve success through communication and thus revive an affirmative approach according to communication, which is the image of Islamic society, and in relation to contemporary teachings and communication schools and approaches to communication in general. The conclusion of the research analysis boils down to proving that all the modern techniques and tools that are recommended today for the modern study of communication skills and tools are in fact summarized in one person, an undisputed leader and a successful communicator, and that is the Prophet, peace be upon him.

Keywords: Communication Prophet Sunnah

Not ignoring the time distance between the emergence of the development and study of communication in the Western sense, we must point out that, the best example of communication skills, can be found in the life of the Prophet, peace be upon him. Examples that are visible, while studying the Prophet as the most influential model of applied communication skills in all aspects of life, testify to his excellence as well as the unsurpassed application of them in contemporary life and any aspect of it. We will accentuate the affairs of the world, leadership and the modern corporate system, where everyday difficulties are inevitable, precisely in the part concerning communication. We will take a look at how all these touch points of communication are visible in Prophets practice are and the way they're used and applicable in the modern business world are visible, being not only applicable, but their use leads to business improvement, better relationships with people, which always leads to a better and more inspiring business environment within and between business partners. All of this speaks in favour of the fact that communication is not an act but an active process, as the Messenger taught us, who best shows what it means to be successful in communicating with people at an individual or social level. Models of communication skills applied by the Prophet and the methods he used in terms of leadership, organization, structure, the realization of plans and similar, largely represent the basis for personality and behaviour modelling in the world of communication that is applied in contemporary approaches to communication in the business world.

Whether it is a modern business environment or a social interaction, the fact that words make up only a small part of the total communication process can be observed. This means that the greatest success in communication is carried out by the way of speaking, tone, place, time, and the relationship to the interlocutor or target group. Being raised by Islam and following the example of Sunnah, means to be aware that we cannot not communicate, and believers are moved & motivated by the Holy book to encourage in interactions. According to its definition, communication is not just a word but it implies conveying, connection, handling, and touch.

The characteristics of Prophet's communication, whose values do not fade even today, can be summarised to a few basic ones, not forgetting that the Prophet, peace be upon him, knew very well the difference between verbal and non-verbal communication, as well as the importance of each of them.

Truth represents one of the most important characteristics that is nurtured in the postulates of communication. In this sense, truth is defined as the matching of a verbal statement with what it actually is. Excluding in this sense the status of lying as a sin in the sense of Islam, speech that is true carries the only significant benefit in the context of the results, that is, the success of the communication itself. The beginning of success in communication essentially rests on these foundations, which is based on the foundations of learning in Islam;

"Say what is true, although it may be bitter and displeasing to people" (hadith)

Knowledge. Through the practice of the Prophet, peace be upon him, and the analysis of his life, we will undoubtedly confirm the importance of knowledge of what is being said, because without it there is no quality of communication, nor successfully transmitted information. In addition to knowledge about the topic being communicated, whether it is a business meeting or an intervention in the field of human resources, relying on this practice of the Prophet, we preserve credibility as an interlocutor, and on the other hand, we are part of a successful process and path of progress. **"Knowledge comes before speech and action": because action will not benefit unless it is built upon knowledge"** is a hadith that confirms the significance and importance of communication, which as a primacy fosters knowledge about what is being talked about. A person should not state what he has no knowledge about, i.e. what he has not seen, heard or found out in some other way

Speech always has a frame of beneficence - it can be linked to the verse "And they who turn away from ill speech" (Al Mu'minun, 3), and indicates the essence and the fact that vain speech without substance has no benefits, and in this way the very core of communication is violated. Doing good should be the basis of every interaction. The very language of the Prophet, peace be upon him, was clear, unambiguous, easily acceptable and understandable when it came to counselling. Today's communication, especially in companies, would significantly change the direction of influence in the working environment by allowing and enabling employees not to think about the background meaning of what was said, whether it is advice, assignment of work tasks, feedback or the alike. On the other hand, the manager himself does not need to invest extra effort in interpreting what was said, and the fear of not understanding it would be greatly reduced.

"Enjoin good and forbid evil, and if you are unable to do so, then let your tongue say nothing but what is good"(hadith)

Preserving the honour and dignity of the interlocutor is also one of the characteristics of Prophet's communication, which, as such, is also necessary in business communication, especially in a situation when the manager is obliged to give his employee feedback on what has been done, or present him with a mistake in business. The Prophet, peace be upon him, teaches us that regardless of what happens in the communication process, the focus is on the problem, expectations, or advice, and not on the person or any of their characteristics.

Awareness of the importance of non-verbal communication. In terms of the example of the Prophet, peace be upon him, it is an obligation to apply what is said, and to apply it practically. We cannot expect others to understand us and accept what we are talking about, if we ourselves do not apply what is said with our words. Such is the case if we analyse communication in the business world: the leadership idea woven into the speech is always felt as its path itself, regardless of the words. Modern communication science has proven that in a conversation between two people, words make up only 7% of total communication, tone and voice 38%, and body language 55%.

In business communication, whether within the work organization itself in any of its forms or in the relationship with clients, we strive to attract their attention. Sometimes we rely on modern tools, we use legal regulations, respect obligations, promote rights at any cost, and all this in a way, when the situation is generally difficult, contributes to an atmosphere that is not at all favourable to solving problems and improving relations. On the other hand, the Prophet, peace be upon him, in such situations, even at the moment of attracting attention, attracted attention and trust with his quality. It certainly includes the

other elements we talked about earlier, but quality in this sense, first of all means the clarity of the message that wants to be conveyed in the communication process, as well as its character, and the way it reaches the interlocutor. In terms of modern communication, the meaning of communication itself actually lies in the response we get from the interlocutor, after we convey the message to him. Bearing this in mind, it is difficult not to notice the success that the Prophet, peace be upon him, had in all of this, leaving behind a clear path and an example of exceptional success in communication, with different categories of interlocutors and different situations in which he found himself.

On the other hand, communication must carry with it a segment of involvement in the process itself, which includes dedication, noble goals and social presence. Anyone who witnessed the life of the Prophet, peace and blessings be upon him, and through what has been left to us in rich literature, witnesses his vivacity, presence and a strong interaction, whether it is daily communication or the realization of some great ideas. Copying such an attitude towards communication into the current business world would mean looking at a leader who is trusted, who can be counted on, who cares and knows how to achieve success. And therefore, awareness of one's environment and care for it means that in this way a space is built that includes both work and discipline, but also a great degree of understanding. Through communication, the Prophet, peace and blessings be upon him, motivates people to build themselves, their society and realize themselves in time and space, as he encouraged them to be active participants in communication, to ask questions and propose steps and possibly necessary solutions to a problem. In all of this, every example speaks in favour of how important it is to pay attention to the perceptive abilities of a person or group that is a participant in communication when transmitting a message. It is a prophetic example to speak the language of one's spouse.

The challenge of the modern way of communication, the example we follow is to achieve a balance between reason and emotions, and not to forget, in accordance with your personality, that each person carries his own world with him, which is reflected in every segment of his life. Adding at least a little empathy to all that, while "holding the reins in your own hands" is quite a challenge, but it is not impossible.

"One who associates with people and is patient with them is better than one who avoids people and has no patience with them"

Human interaction is a complex process, because everyone plays several roles in life, each of which is reflected in each phase of our life. Successful interaction depends on the emotional understanding of the interlocutor. The most often mentioned example from the life of the Prophet, peace be upon him, when it comes to sensitivity to others and understanding, is the one in which it was said that if someone cooks food and the neighbours smell it, it is recommended to share that food. "You are all shepherds and each shepherd will be responsible for his flock" is a hadith that reminds us how much a Muslim man is in fact obliged to devote himself to the development of emotional awareness and understanding. We cannot expect good behaviour towards the herd if we understand him. Aren't managers in companies also in the role of shepherds? And isn't the awareness of the importance of understanding and getting involved in the feelings of the interlocutor one of the keys to successful communication, including that in the business world. Modern communication in terms of developing skills to understand that it is not the way you say but the way others hear you. In other words, we need to understand how people experience what they are told. Because only after understanding can people be motivated, moved to change, and all this by the best example of the Prophet, peace be upon him, who through his life's mission gave absolute priority to an empathetic approach to Allah's creatures, aware that as human beings we are designed to be connected to each other, to any level.

Interpersonal intelligence is something that can also be an acquired or learned skill. This means that even though the Prophet was a chosen being with the task of raising generations through God's revelation, we take his examples of how to approach people as inspiration and a lesson about techniques and methods that are described in a different way and are successfully applied today.

One of the tools that the Prophet, peace be upon him, used in communication, and which is used today in the teachings of communication schools and quasi-scientific disciplines, such as neurolinguistics programming, is the so-called mirroring or mirroring of the interlocutor's emotions in order to see oneself in the mirror and thus better understand and see in which status is within the process, and on the other hand, it allows the interlocutor to "calm down" the situation to a level that will mean a win-win result in the best case.

The intellect requires consistency so that what is good for the individual must also be good for the collective, without which the sense of community and belonging is broken, and unfortunately we cannot expect the success in communication that we have been hoping for.

accents, especially during public appearances at business meetings or when presenting some business ideas.

CONCLUSION

Being part of a team, developing new ideas, or generally interacting with other people means a great degree of responsibility, especially when we are assigned a leadership position in life. A person who creates his life and lives according to Islamic principles, in the eyes of other people, has additional responsibility, because it is necessary to live and present a sustainable and generally acceptable system, which certainly brings great benefits to society in general. To love and live following the example of the Prophet is also a kind of relief, because there is no need to search and wander for an answer to the question of how, when we have the most beautiful role model in front of us. In this sense, a Muslim can and should be an example of success, an example of what can be done, especially in today's modern world when everything around Islam is stigmatized and tries to present it as a system that has been overcome and does not carry any values. Through the example of the ambassador, peace be upon him, we can really see that the values he cultivated while communicating with others, as well as the techniques he used, are valid and alive today, they need to be revived daily and affirmed in relation to others as a positive example of how it can and should be, if we

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