

## **The relevance of individual effectiveness in organizational dynamics - a quantitative study**

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### **Abstract**

The choice of this topic arose from the need to understand communication management in small and medium-sized enterprises in terms of personal and business dynamics, business performance, personal reputation, proactivity and business dynamics, learning organization and motivation and personal leadership.

In this way, we approach organizational strategy and change, motivation and individual and business needs with regard to capacity development, employee performance and motivation, and continuous improvement of business success.

The sample consisted of 388 small and medium-sized companies in mainland Portugal. Thus, assuming a probabilistic sample, and considering a confidence interval of twice the standard deviation, or 95.4%, we have the maximum statistical error margin ( $P = 50\%$ ) of  $\pm 4, 95$  pp

We also look at the attitude of managers towards market orientation, organizational behavior, staff attitudes and retention, customer satisfaction, employee satisfaction, commitment, engagement, reputation and corporate performance, recommendation, business indicators and degree of satisfaction in working in organizations.

Thus, we verified that the main factors are the positive attitude, self-analysis, self-motivation, definition of objectives, allied to the capacity to generate action, understanding the others to be understood in the organization where it is inserted.

**Keywords:** strategic communication; business efficiency; communication management; personal leadership.