Talking Tech: Practitioner Insights into Effective Team and Client Communication in IT Firms

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Abstract: *A keystone of success in the information technology (IT) sector is Effective communication, where self-motivated teamwork and client collaboration are vivacious. IT organizations regularly encounter issues such as vagueness, misinterpretation, and feedback gaps that disrupt project timelines and client satisfaction regardless of the availability of numerous communication tools, this study explores the practical communication strategies adopted by IT professionals through a qualitative analysis of insights obtained from interviews with CEOs and managers of IT companies. The research identifies some practical challenges to team and client communication and presents practical solutions for these. The findings are expanded with the shared experience and practices of leaders in the industry underlining the importance of cultural awareness, clarity, empathy, and structured feedback loops. He is bridging the gap between academic theory and industry practice, this study proposes a unique framework for communication approaches, specifically for the IT realm; providing new insights about improving organisational performance.*

Keywords: Workplace Communication, Communication Challenges in IT, Communication Barriers, Team Communication, Client Communication, IT projects