

ABSTRACT

This study is going to evaluate the role of effective communication on successful leadership: evidence from NSSF, Arusha City and Arumeru District. The study employ a qualitative approach using descriptive-case study design to collect and analyze data. The study comprise a population of 30 interviewees. Data was analyzed using thematic analysis. The researcher ensure confidentiality and anonymity of the respondents are taken seriously. This study employed a case study design. The case study uses a small area for the study. This study use a case of NSSF, Arumeru, and Arusha City. The purpose of using case study design is that the researcher wants to generate in-depth data about the phenomenon. The study used 100 respondents who were officials from NSSF-Arusha and USA river branch. The study used simple random sampling and purposive sampling procedures. Purposive sampling was used to select different activities in the area of investigation in order to get first-hand information from the key informants. Simple random sampling was used because respondents had equal chances of being selected.

From the findings of the study, it can be considered that Effective communication plays a key role in supporting the success of the organization. The value of effective communication is in enabling staff to understand the organization's goals and how- they are involved in delivering them. it is also important in enabling staff to put forward their views and ideas to the organization. Well-informed and involved staffs feel more valued by the organization and 34 provide better value for service to customers however it should also be noted that not all staff is involved in the decision-making because naturally, humans like hierarchies of power there. From the findings of the study, the following recommendations should be considered by the organizations. The development of a more effective communication system at the foundation heavily depends on the efforts of the management. In this, I propose possible ways in which the organization can improve the communication system to a more effective one. he system of allowing every employee to get involved in the communication process is productive. It makes employees feel that they belong to the organization and are valued. The employees are therefore given to work harder to ensure the success of the organization. The organization should therefore keep it up. The organization should introduce a feedback mechanism because it is the only way to measure the success of an effective communication system. Without a feedback mechanism, employees feel they are being communicated with and it only breeds discontent, policy should be introduced where all written communication ^{h the public relations department so that it is made understandable by} those s t h r o u g all the employees. Technical information is of no use to who do not understand it before employees cannot respond to it. A key ingredient to developing effective communication in any organization is each person taking responsibility to assert when they don't understand a communication or to suggest when and h ow someone could communicate more effectively.