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## THE MAIN PRINCIPLE OF COMMUNICATION IN ELON MUSK'S COMPANIES

Ineffective team communication might become «the main source of problems» in any company. Elon Musk, the founder of Tesla and SpaceX, is convinced that the success of work processes depends on the ability of employees to communicate directly with management.

A few years ago, the entrepreneur wrote a letter to his employees with the following admonition: “Communication must take the shortest path necessary to get the job done, not through a chain of commands”.

Currently, the basic principles of communication in many organizations are built on a hierarchical system. This means that before reaching an ordinary employee who will perform the task, the information will overcome a long way: from the CEO of the company to the heads of departments and individual work groups. In turn, Musk says that this way of interacting with staff is inefficient. The transmission of a message through a «chain of commands» does not guarantee that the information will find its addressee and will not be distorted in meaning. This is influenced by the participation in the process of people who are not directly related to the task of the employee. While the information passes through intermediaries, it can acquire additional context or change tone, it's like in the children's game «Broken Phone». It is likely that in such a case, the content of the idea will also be altered, creating new problems for the company.

In order for information to reach the right person quickly and without distortion, managers need to communicate directly with their team members. Elon Musk advises leaders to reconsider the principles of building internal communications in companies, not to dwell on the traditional hierarchy and not be afraid of changes.

If employees give each other feedback on something, make sure they do it in a constructive, positive way. The purpose of internal communication in the team should always be inspiration and support, and not humiliation and a reminder of shortcomings or mistakes. Become a role model to inspire others, let them equal you in this. Respond to mistakes with a willingness to help and give them confidence that they have the necessary knowledge and skills to try again. Thanks to this individual awareness of each team member, a team-wide awareness of the need for change is formed, based on which new trusting relationships are established within the team.

Of course, the open contact format is far from suitable for all organizations (for example, this is unlikely in large holdings, corporations, hierarchical government organizations with a complex vertical structure). However, even in such companies, there are adaptive channels of communication with management, for example, open meetings or regular events with the participation of directors and key employees.

Speaking about the style of interaction and which one is more effective - personal or official - you need to start from the specifics of the company and the forms of communication adopted in it, the corporate culture. Not everything that is good in one organization will be applicable in another. And among the goals, interaction is necessary for the effective solution of business problems or motivation of employees, the formation of «ambassadors».

Thus, we can conclude that it is of great importance to reconsider the traditional rules for the distribution of communication within the team and not always go in cycles in the traditional hierarchy.