

Contextualizing Shakespeare's *Macbeth* to Meet the Need for Strategic Communication in the Contemporary Professional World

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Abstract: *This paper examines the application of William Shakespeare's Macbeth to analyze and understand the ask of the contemporary professional world while eliminating principles with many twofold messages in standardized courses and focusing instead on foundations pertinent to state-of-the-art business operations. We then go on to identify connections between the treacherous world of politics in Macbeth's Scotland and a few common business ideas by analyzing its themes, characters as well as narrative structure. Focusing on the strategic moves and communication strategies utilized by Shakespeare's characters to qualify modern practices in leadership, crisis management, ethical decision-making, and team dynamics, the study explores key scenes and speeches from personal analyses. In this article, we review the end of Macbeth and how ambition, power dynamics, influence tactics & crisis management in Shakespeare's play can teach us to also feel unconscious biases with sharp blades of communication. Through incorporating these findings in professional development programming, the study outlines strategies to improve strategic communication capabilities and thereby enhance ethical leadership. Lastly, this paper adds to the literature in arguing for a renewal focus on training through literature, as part of building an improved understanding of human behaviour and communication complexities within professional contexts and hence growth-oriented disruption across industries.*

Keywords: Macbeth, Power Dynamics, Professional World, Shakespeare, Strategic Communication

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Introduction

William Shakespeare's *Macbeth* is a critical examination of ambition, power, guilt and fate. People have recognized the essential truths of these themes, which have endured the test of time. *Macbeth* was written in the early 17th century; however, it has remained relevant because its essential insights into human nature and the complexities of leadership have proven to be true in modern times. The protagonist in the play is Macbeth, a Scottish nobleman. Macbeth's impulsive grab for power results in his committing regicide, and his subsequent embrace of tyranny brings him to madness. However, this commentary applies to the historical and literary context of Europe in the sixteenth and seventeenth centuries. It reflects the realities of professional life as well.

Relevance to the Contemporary Professional World

In today's professional environment, strategic communication is necessary for robust leadership, dispute resolution, and organizational success. Strategic communication encompasses not only the capacity to deliver messages clearly and persuasively but also a thorough understanding of the complexities of human relationships in everyday activities. Contemporary work confronts individuals with difficulties comparable to those experienced by Macbeth and Lady Macbeth, in different ways, including power, ethics, crisis management and teamwork:

Ambition and Power: The politics in *Macbeth* reflect the immoral corporate environment. Personal ambition and complex power politics often conflict, and leaders and employees must learn how to ethically walk the tightrope between the two. Macbeth's rise and fall demonstrate the dangers of hubris in professional circumstances today and serve as a moral tale.

Influence: Another critical theme to examine is how Lady Macbeth influences Macbeth instead. Influence and persuasion are widely used in every profession, including politics, negotiating, and leadership. Many of the most