

Strategies for Effective Communication in a Business Setting

Higher Education Skills for the Workplace
Class team by:

- ▶ Ricardo Alexandre (2025546)
 - ▶ Alexandra Balog (2029233)
 - ▶ Andrea Voros (2026576)
-
- ▶ November 23, 2021
 - ▶ Model code: BMSW4002
 - ▶ Lecturer: Dale Clarke



Nandos`s restaurants



Source: Online research by Bing image toll

Introduction

Functions of communication

Theories and Communication models

Different channels of communication

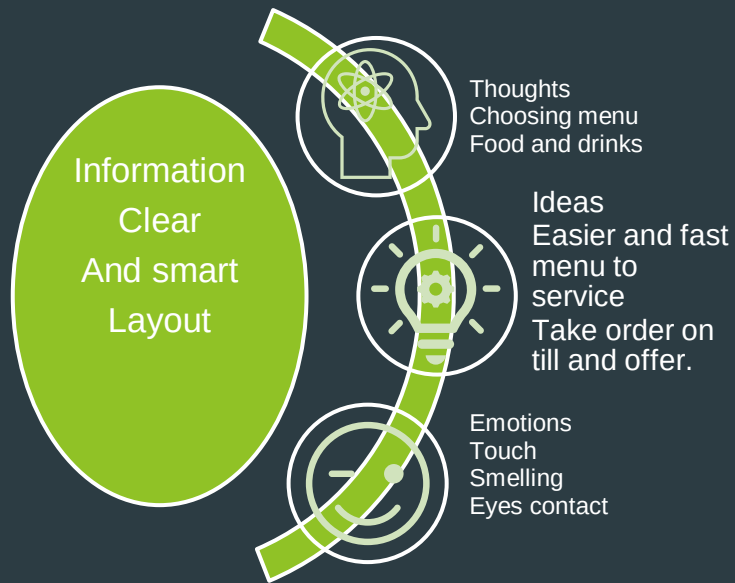
Barriers to communicate effectively

Impact of communication

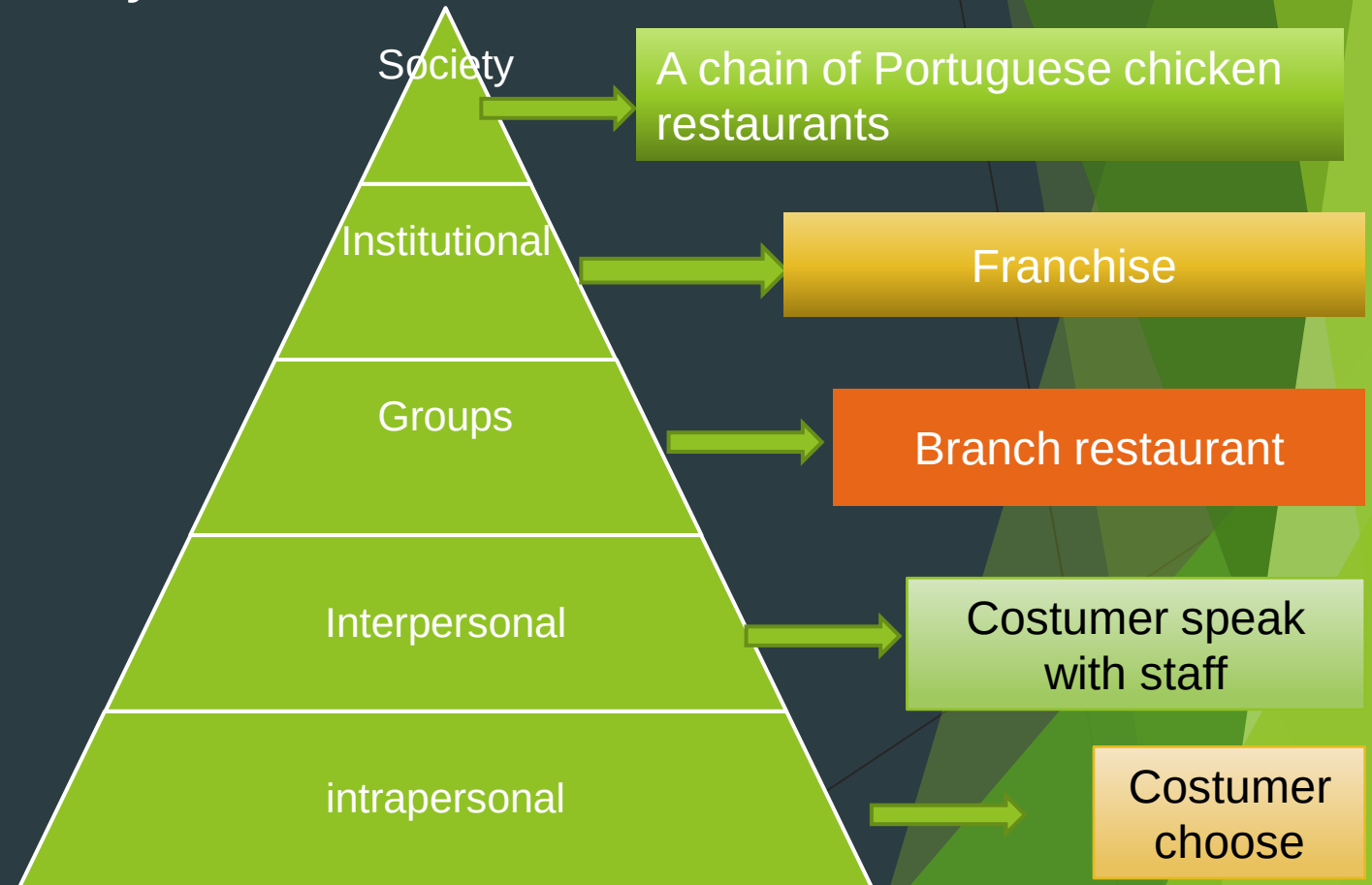
Conclusion

Functions of communication

Communication on Nando's restaurant



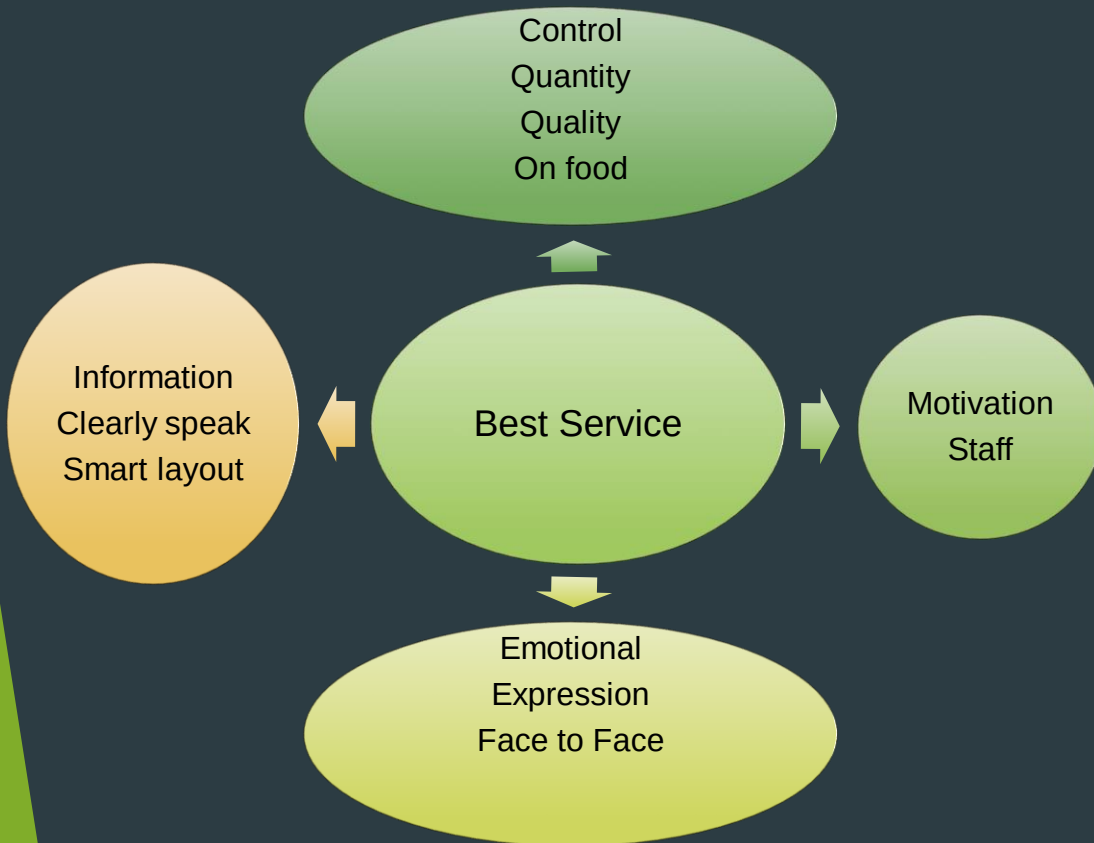
Pyramid of communication



Keller, K. L., (2009).

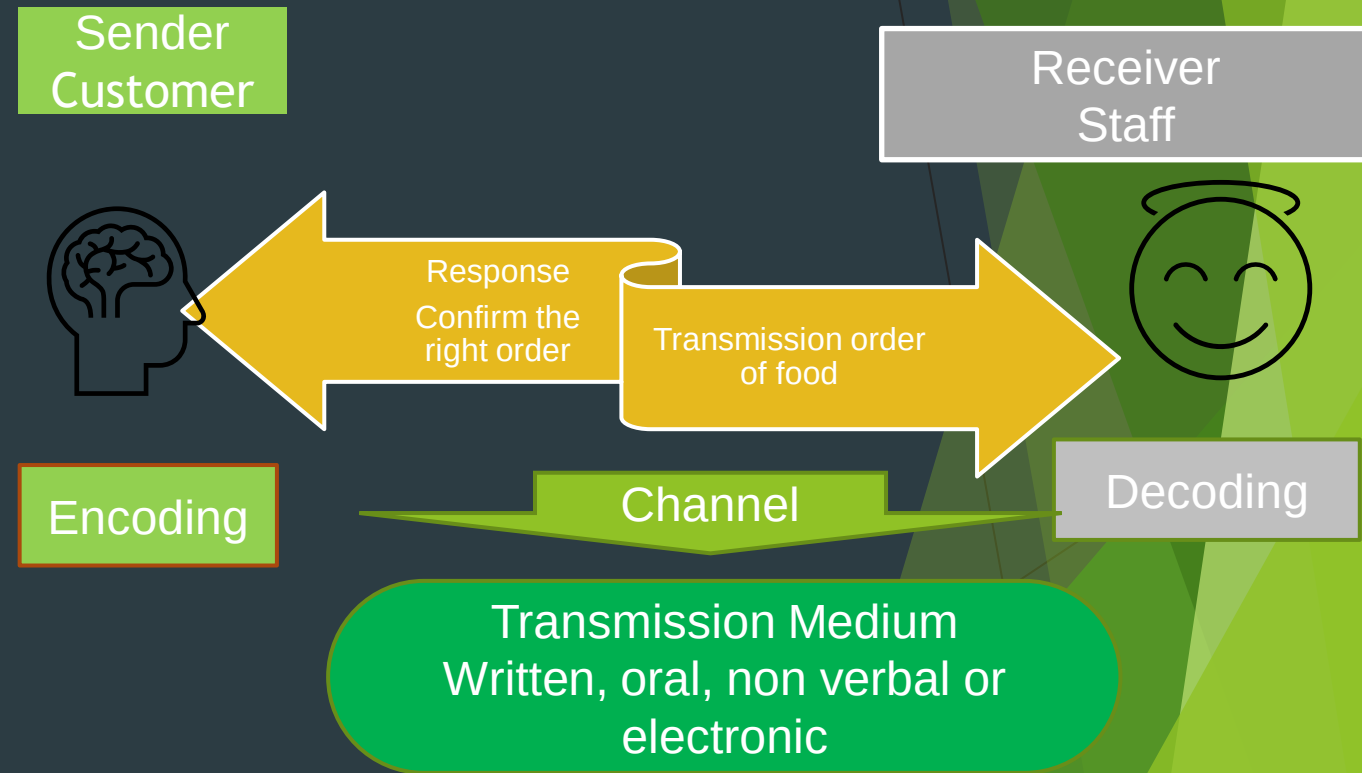
Functions of communication

Nando`s restaurant



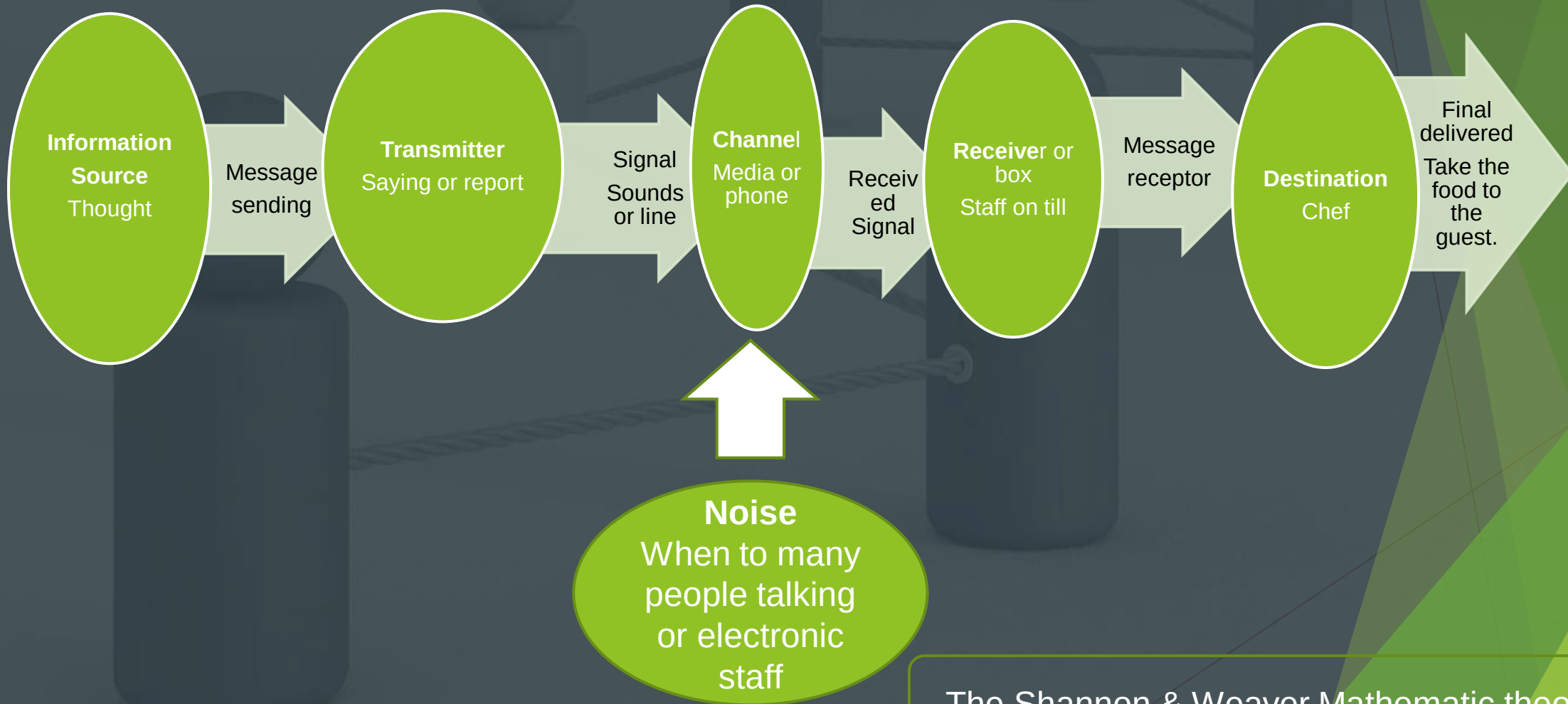
Robbins and Coulter, (2017).

Interpersonal communication



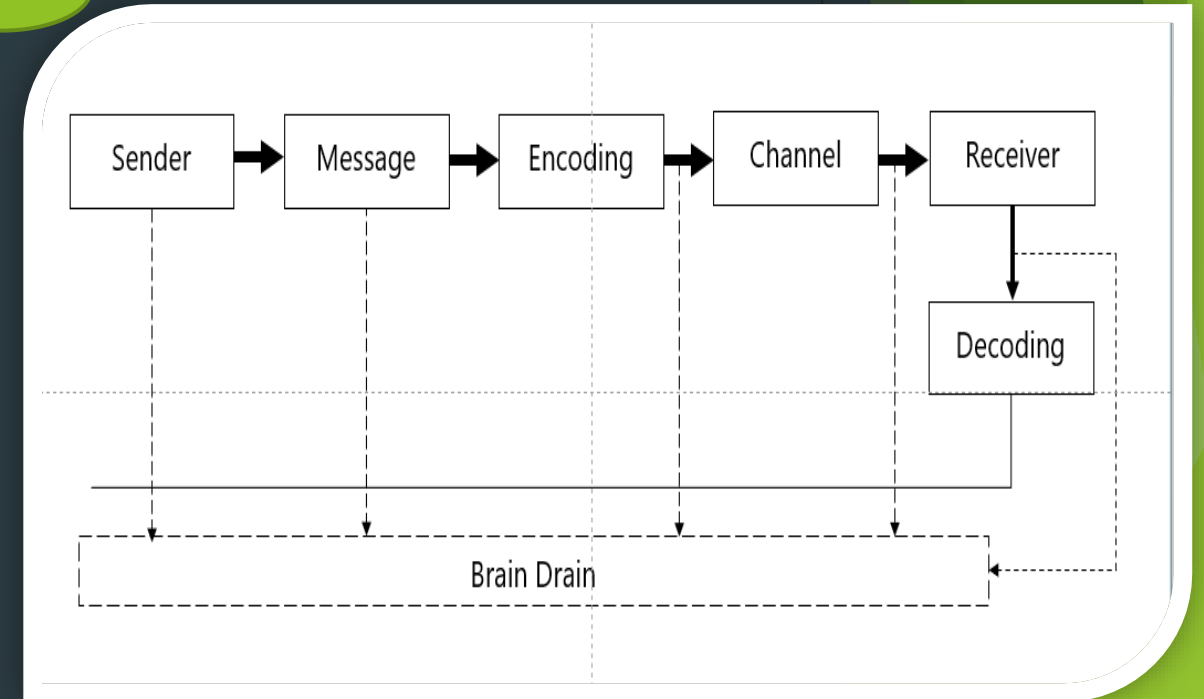
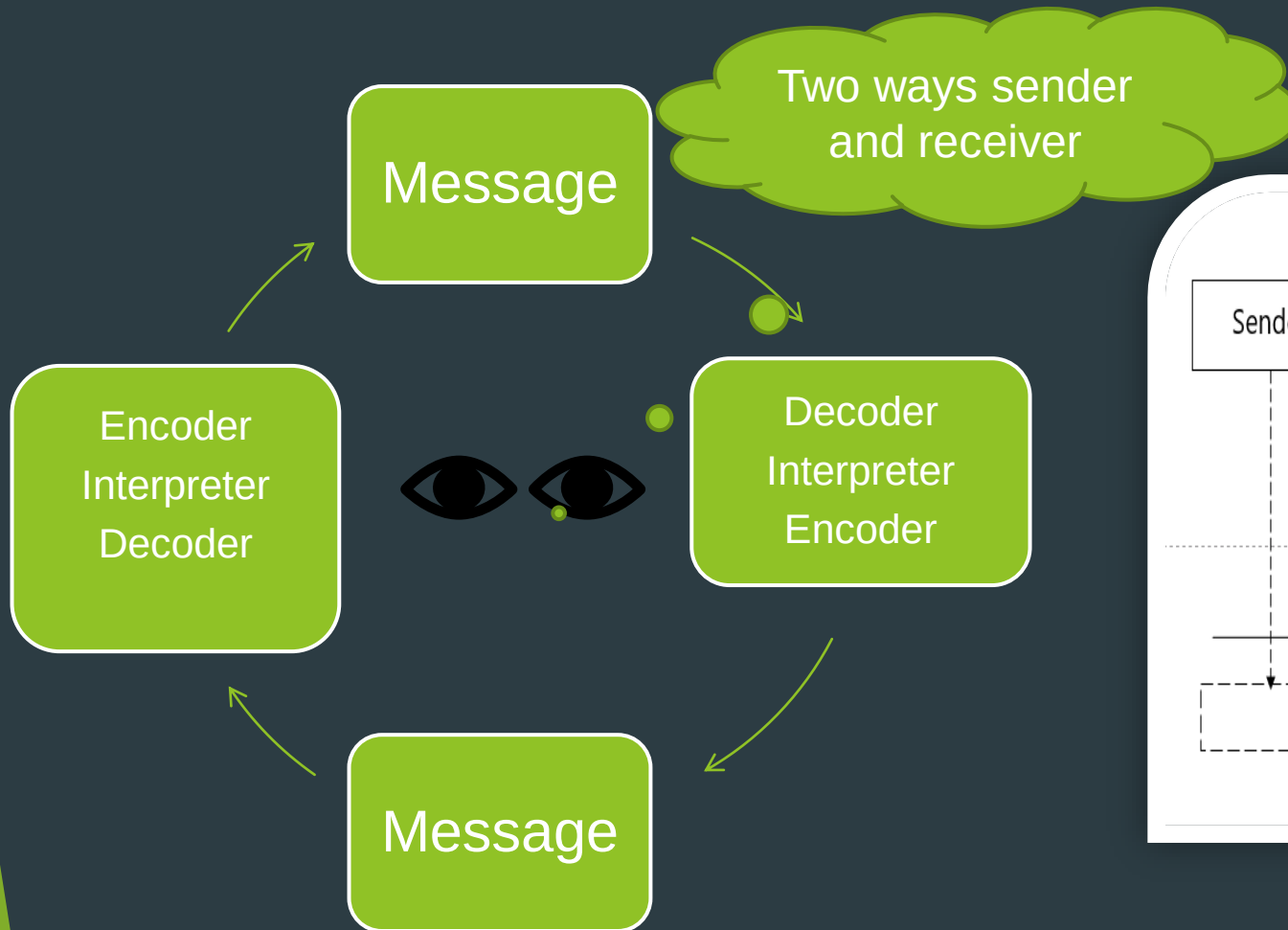
Griffith and Dunham, (2015), pg. 93.

Model of Shannon and Weaver



The Shannon & Weaver Mathematic theory, (1949).

The Interactive Model of Schramm and Generic Communication Process Model

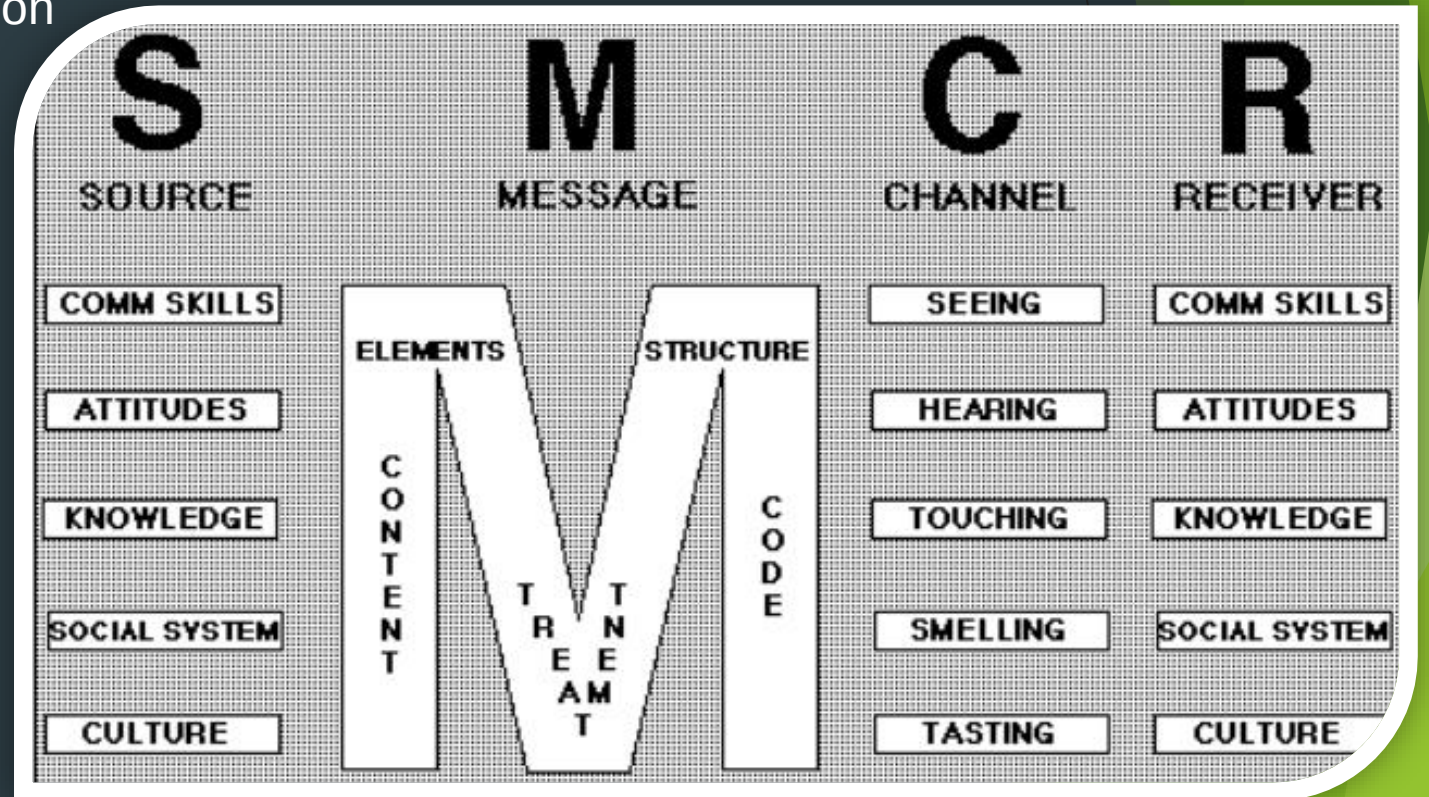


Wilbur Schramm's, (1954).

Chapter 1 of Rayudu, (2009).

Berlo's Communication Model and Components

- Improve the model of communication Shannon and Weaver by:
- 4 elements individual (SMCR)
- The result is more efficient

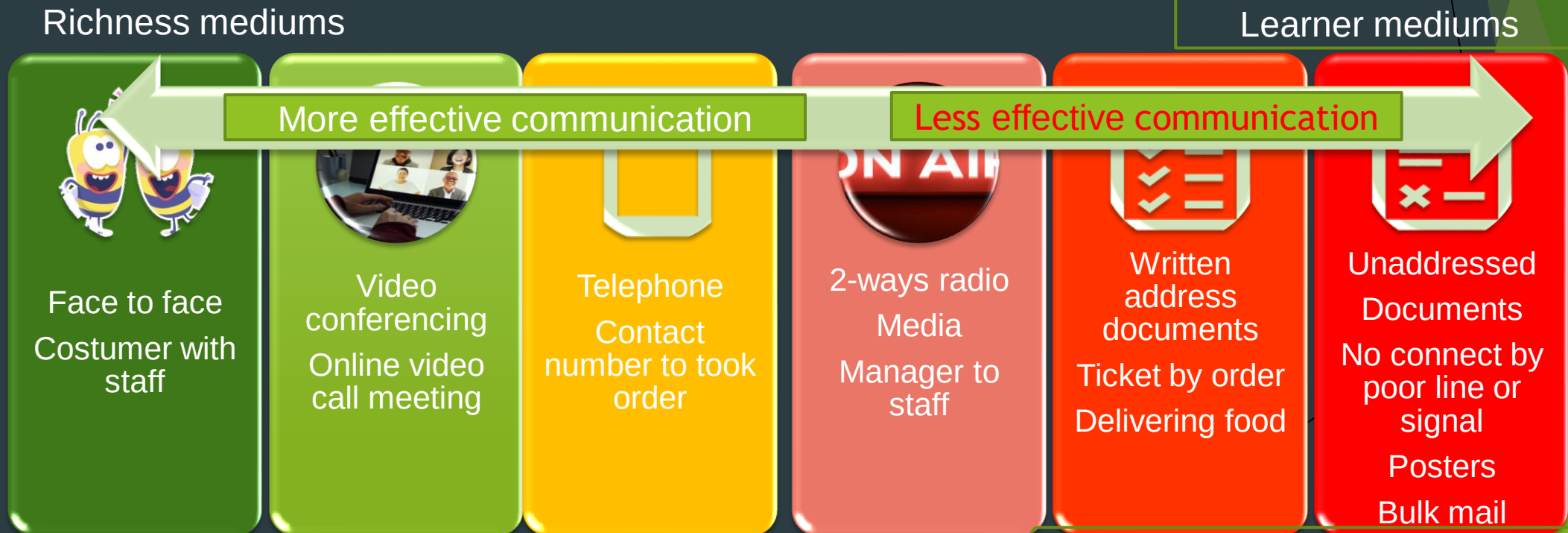


Berlo's Model of Communication,(1960)

The Lendle-Daft Channel Richness Hierarchy model

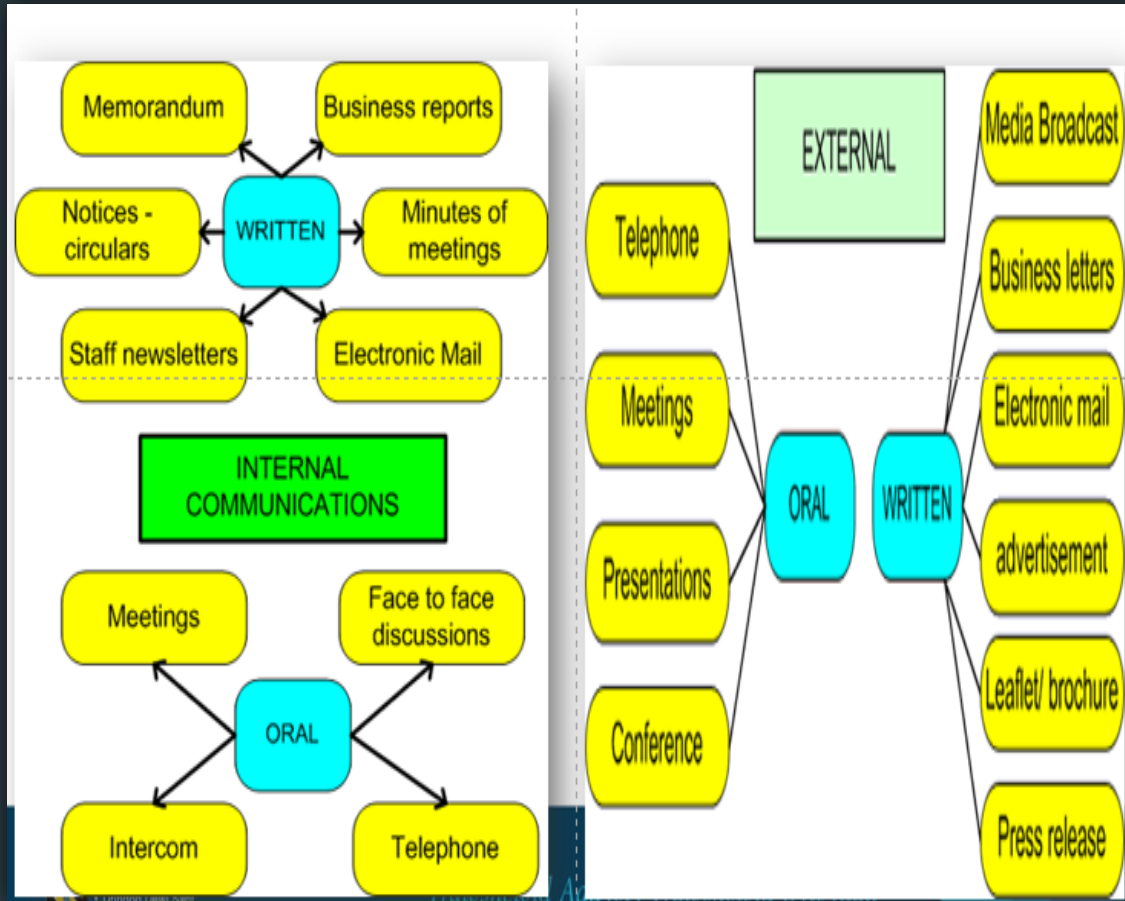
Lowest		Highest	
Impersonal media (e.g. Flyers, bulletins, general reports)	Personal media (e.g. memos, letters, tailored reports)	Interactive media (e.g. telephone, social media)	Physical presence (face-to-face)

(Adapted from Boddy, 2017, p517).



Adapted from Boddy, (2017), p517.

Formal Channel of communication



Source: Taylor. S (1996)

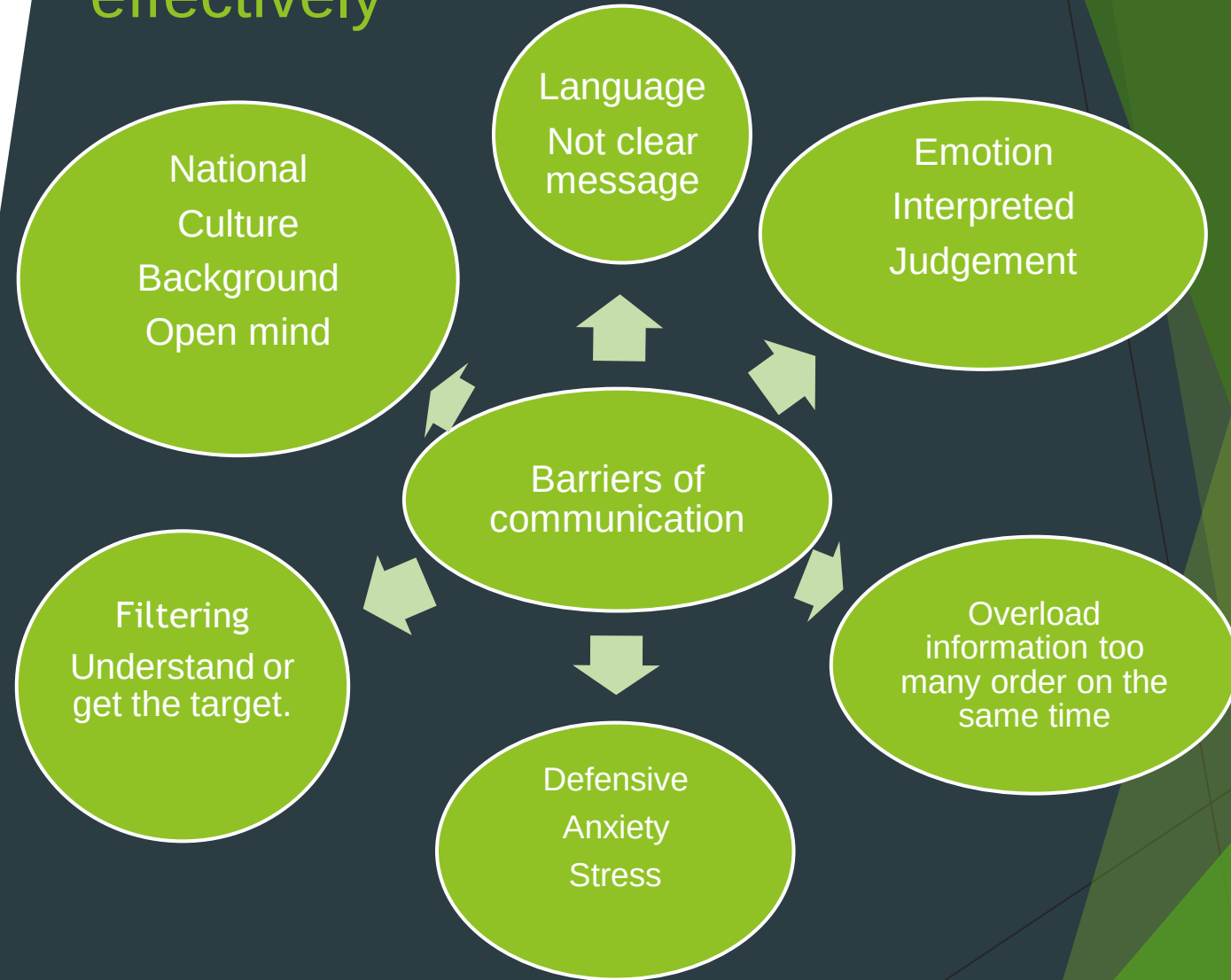
Morgan, (2017)



Nando's



Barriers to communication effectively



Source logo: Online research by Bing image toll

Source: Quintanilla and Wahl(2017)

Overcome the barriers

- ▶ Misconceptions and inaccuracies;
- ▶ Observe nonverbal cues;
- ▶ Listen actively:

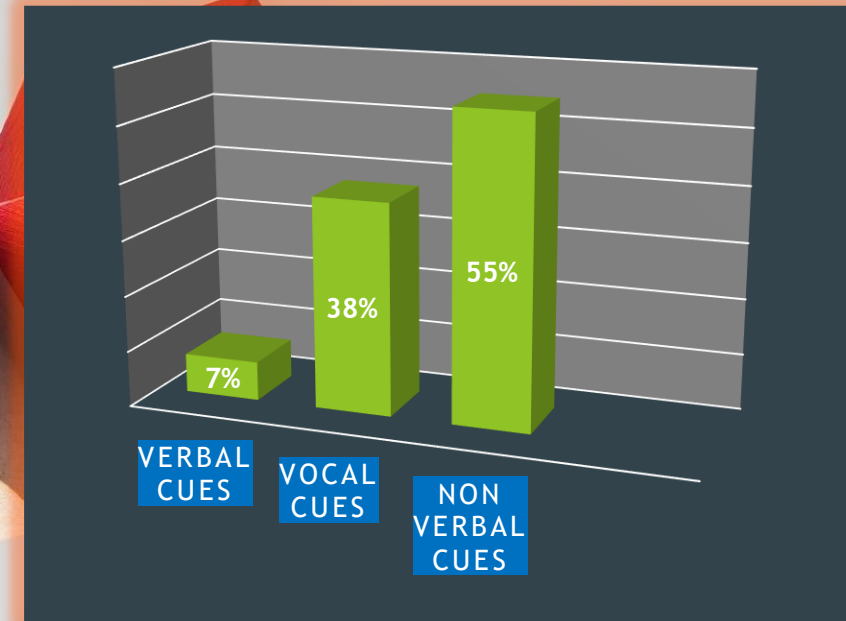
Be aware

- ▶ Feedback:

Verbal

Non-verbal

- Solve the problem:
- Simplify language
- Controlled emotion and customised the wording



Impact of communication Structures of organisations

Unethical communication are not able to make informed.

- ☐ Plagiarism
- ☐ Omitting
- ☐ Failing to respect



Acronym SOLER

S

- Square;
- Face to face.

O

- Open;
- Open posture;
- Without crossed arms or legs.

L

- Learn;
- Show interest;
- Trainee the staff.

E

- Eye contact;
- Be aware;
- Be honest.

R

- Relax;
- Be yourself;
- Be positive.

Sources: Boddy, (2016)

Griffiths & Dunham, (2015).

Analise thinking

Eye Contact

- Maintain constant eye contact;
- Try not to look down;
- Try not to watch.

Posture

- Standing or sitting up straight;
- Avoid sloppy postures.

Be audible

- Voice audio is clear,
- Sound quality is good.

Choice of words

- Appropriate words;
- Jargon avoided.

Listen

- Discover true meaning;
- Do not keep all the time.

Good listener

Listening

Thinking

Saying

Action

Sources: (Adopted from Rayudu, 2009).

Adopted from Hoppe, 2007

The significance of efficient communication in organisations

Vertical	Communication	Horizontal Communication		Diagonal Communication	
Downward to supervisor	upward to subordinate	CEO		Managing Director	A different department
Sales Manager	Production Manager	Production Manager	Sales Manager	Operation Director	HRM Director
Sales officer (A, B)	Production Supervisor (A, B)	Production Supervisor (A, B)	Sales officer (A, B)	Production Supervisor	Personnel Manager
Salespersons	Production worker	Laterally to a	co-worker	Production Team Members	HR Assistant

Sources: Weinrich, Koontz, (1993 and Tourish and Hargie, (2009),

GDPR Legislation Data Protection Act2018 and Ethical Communication



- People right
- ID protection
- Respect
- Refer
- Report
- If not:
Contact legal services



Source :GOV.UK., (2020). And
Dwyer, J. and Hopwood, N.,(2019).

Conclusion

Familiarize oneself with the company's internal privacy rules, protocols, and procedures.

Share only the personal information you need.

Prepare a reaction strategy in the event of data loss.

Personal data can be accessed on a need-to-know basis.

Avoid plagiarism and omitting, always saying the thrust.

Be honest and ethical.



The end

land

Source logo: Online research by Bing image toll



Nando's

Reference

- Berlo's SMCR Model of Communication," in Businesstopia, January 6, 2018, <https://www.businesstopia.net/communication/berlo-model-communication>.
- Boddy, D 2016, Management: An Introduction, Pearson Education Limited, Harlow, United Kingdom.
- Dwyer, J. and Hopwood, N., (2019). The business communication handbook. Cengage AU.
- GOV.UK., (2020). Data Protection. [online] Available at: <<https://www.gov.uk/data-protection>> [Accessed 2 November 2020].
- Griffith, B., and Dunham, E., (2015), Working in Teams: moving from high potential to high performance, Los Angeles, SAGE Publications.
- Hoppe, MH, 2007, Active Listening: Improve Your Ability to Listen and Lead, First Edition, Center for Creative Leadership, Greensboro.
- Keller, K. L. (2009) 'Building strong brands in a modern marketing communications environment', Journal of Marketing Communications, 15(2/3), pp. 139–155. Doi: 10.1080/13527260902757530.
- Mehrabian, A. (1981) Silent Messages: Implicit Communication of Emotions and Attitudes, Boston: Wadsworth Publishing Company.
- Morgan, P., (2017). The Business Student's guide to study and employability, London: SAGE.
- Quintanilla and Wahl(2017), 'Listening', in Maund, A., Schriek, M. and Tinkler P.K. (ed.) Certificate in Higher Education: Skills for the workplace student yearbook. London, Sage, 47-64.
- Rayudu, C., 2009, Communication, Global Media, Mumbai. Available from: ProQuest eBook Central. [16 May 2020].
- Robbins, SP, & Coulter, MA 2017, Management, Global Edition, Pearson Education Limited, Harlow, United Kingdom. Available from: ProQuest eBook Central. [7 May 2020].
- Schram, W. (Ed.). (1954). The process and effects of mass communication. University of Illinois Press.
- Shannon, C. E., & Weaver, W. (1949). The Mathematical Theory of Communication. Urbana, IL: The University of Illinois Press, 1-117.
- Tourish, D. and Hargie, O., (2009). Communication and organizational success. In Auditing Organizational Communication: A Handbook of Research, Theory and Practice (pp. 3-26).
- Weihrich, H., Koontz., (1993). Management: A Global Perspective. International Edition, Me Graw-Hill Inc, New York.