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Academic Report

Effective Team Working & Communication

BMSW4002_LON

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1. Summary

The purpose of this report is to show communication skills that we need to succeed in the workplace. Making the reader aware of existing barriers affecting the process of communication and presenting strategies to reduce them.

2. Introduction

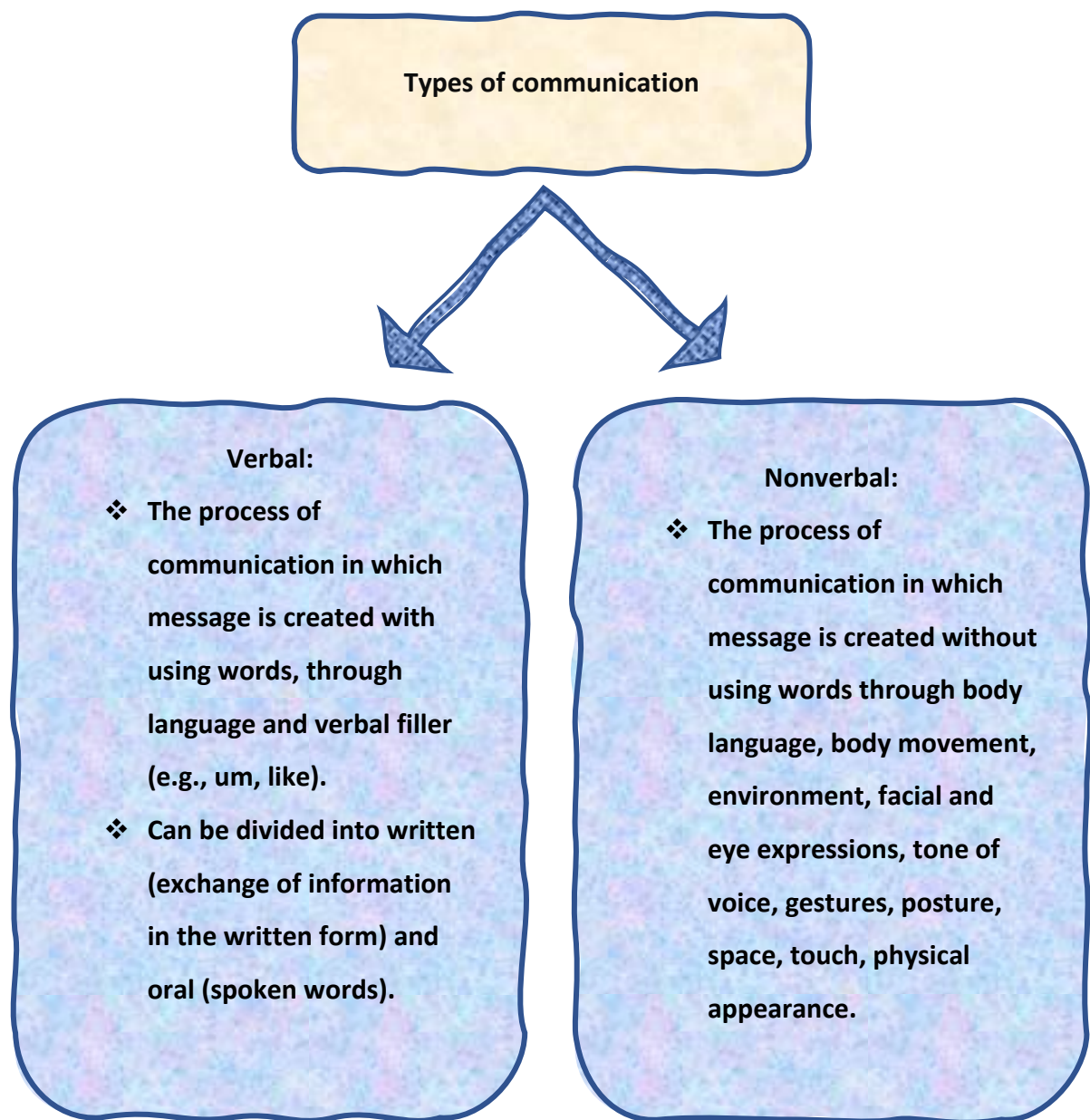
The following report will show an analysis of communication process with a focus on communicating in problematic situation at work in restaurant. I will briefly identify what existing barriers influence the communication process. I will spend some time looking at the specific strategies how to effectively reduce all factors. There will be demonstrated, probably the most significant ideas, taken from my experience how to successfully improve communication in hospitality industry by developing perfect communication skills.

Communication has got set of processes. According to Maund et al. (2017) components required for the process are sender, receiver, message, and communication medium.

“Communication is a process of exchange information, thoughts, ideas between two or more people resulting in common understanding between them” (Maund et al. 2017, p.48). Successful communication happens when the sender transmits the message which is correctly understood by the receiver (Morgan, 2017). The importance of communication skills is fundamental for private and organizational success (Kinnick & Parton, 2005).

3. Types of communication

According to Maund et al. (2017) there are following types of communication:

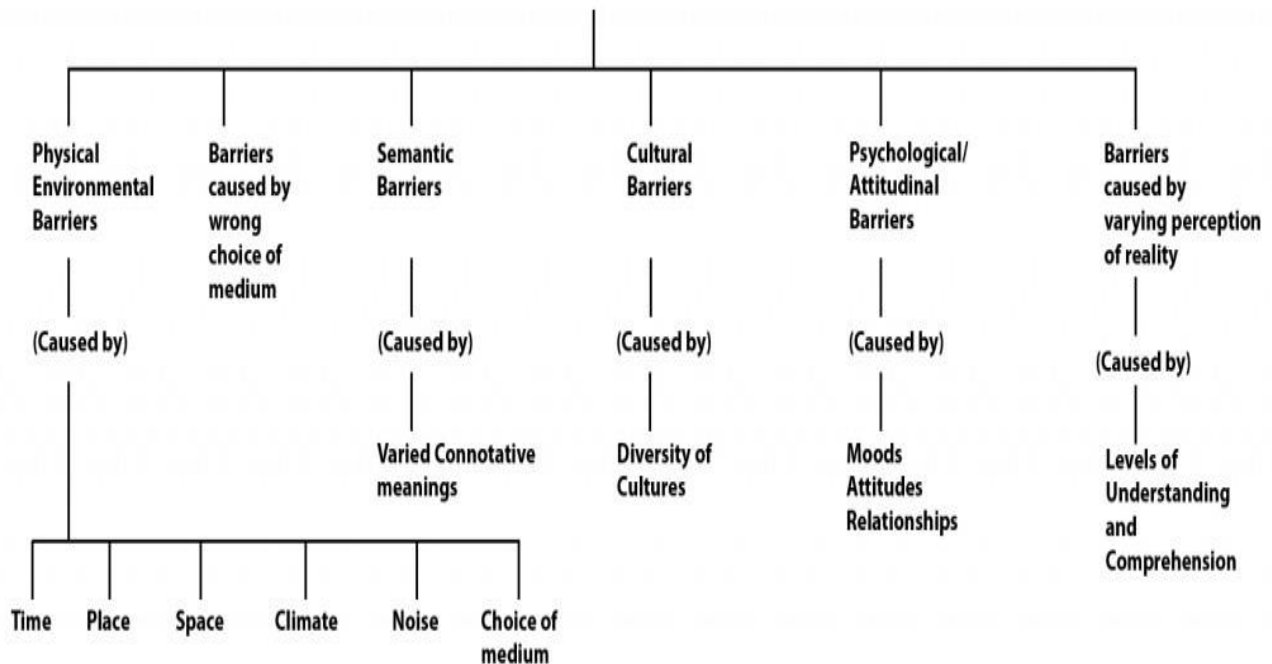


Graph 3.1 Types of communications. Design by Author.

4. Barriers and strategies

Barriers of communication can be clearly demonstrated in a graph below (Communication Theory, 2020).

Barriers to Communication



Graph 4.1 Barriers to communication.

During the online class provided by Barbara Chinyani we discussed barriers and strategies to approach effective communication in health care and hospitality prospective. To demonstrate class discussion supported with online references is table below.

BARRIERS	STRATEGIES
Lack of communication skills ¹	Training to develop skills ¹
Lack of experience, training ¹	Training to improve experience ¹
Jargon, tone of voice, unfamiliar language ¹	Avoid using jargon, terminology & abbreviations; take to consideration what language you are speaking and tone you are using, use words which makes sense to anybody ¹

Emotional (anger, anxiety disorders, post-traumatic stress disorder, phobias) make difficult for people to process information ²	Control your anger; relaxation exercises ²
Cultural ^{3 7}	Understanding and acceptance cultural differences ^{3 7}
Language ⁴	Learn language which is required in the workplace; use websites translate; find an interpreter; use signs, gestures, or pictures to communicate ⁴
Interpersonal ⁵	Attentive and proactive listening; concept of feedback; use simplified words to transmit the message; keep calm during conversation ⁵
Disability ⁶	Speak slowly to people with speech problem; reduce noise for people with hearing loss ⁶
Overloaded information ¹	Avoid; provide useful, informative message ¹
Lack of knowledge ¹	Improve by education ¹
Noise ¹	Reduce distractions ¹

Table 4.2 Barriers and strategies to approach communication. Design by Author.

5. Communication skills

Developing communication skills are essential to achieve success in career at work and private life (Bovée and Thill, 2016). According to Maund et al. (2017) skills required for observing nonverbal communication are:

- ❖ Listen actively,

- ❖ Observe carefully,
- ❖ Understand clearly.

According to Bovée and Thill (2016, p. 50) there are some “set of skills that every employer expecting from us:

- ❖ Professionalism. Components of being professional:
 - be the best,
 - dependable,
 - team player,
 - respectful,
 - ethical,
 - positive”.

According to Maund et al. (2017, p. 98) “skills to become competent listener are:

- ❖ observe,
- ❖ focus,
- ❖ acknowledge,
- ❖ respect”.

In-class exercise provided by lecturer who covered Mr Benedict Maher we learnt how to compose a business email. General manager had to send email to store manager to inform that someone is coming for mystery shopper. I learnt new skills in effective written communication. Requirements for successful business emails include formality, clarity, short structure, action oriented, easy to read, straight to the point. Key elements are words, sentences, paragraph, tone (Mind Tools, 2020). I attached business email to appendices in the end of this report.

6. Models of communication

To analyse existing models of communication process I will refer to online class provided by Barbara Chinyani. During the class discussion we learnt about:

1. The Shannon-Weaver model, 1949. According to Ma (2015) it is technological model created by mathematician Claude Elwood Shannon and electrical engineer Warren Weaver. This model required four components: sender, channel, message, receiver (Kikoski, 1993). It is a linear model of communication where sender encodes the message and sends to the receiver through channel in presence of noise, for example telephone or telegraph (Ma, 2015). This model was created to improve telephonic communication by increasing telephone capacity with lowest volume of noise (Businestopia, 2018). Ma (2015) describes there is no concept of feedback or respond.
2. Schramm's model, 1954. It is two ways communication process between sender and receiver (Ma, 2015). Key factors of communication are encoding, decoding the message, concept of feedback and respond. Each individual play important role in process (Ma, 2015). Human's knowledge, experience, cultural background, religion have impact on misunderstand and incorrect interpretation the message (Businestopia, 2018).
3. Berlo's model, 1960. David Berlo elaborated upon the Shannon-Weaver's model. He added to the model capabilities of decoding and encoding the message (Kikoski, 1993). Berlo (1968) described that individual components in the communication process are affected by different factors. The key factors are:
 - Communication skills of sender or receiver.
 - Attitude of sender or receiver which changes the meaning and effect of the message.
 - Knowledge about subject.
 - Social systems: values, beliefs, laws, rules, religion, place, situation.
 - Culture.

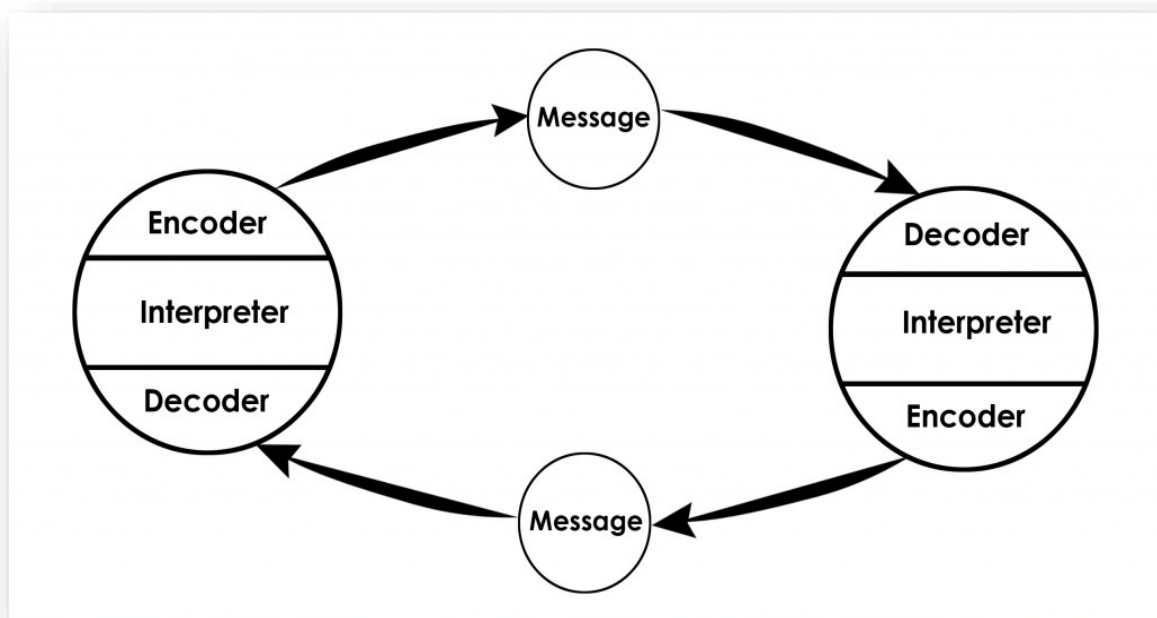
Berlo's model requires four components:

- **S** – sender, source of message.
- **M** – message sent by the sender to receiver. It is the form of voice, audio, text, video, media. There are factors affecting the message: content, elements, treatment, structure, code.

- **C** – channel is the medium used to send the message such as: telephone, internet, five sense of human being (hearing, seeing, touching, smelling, tasting).
- **R** – receiver, person who received the message.

7. Communication in workplace: case study

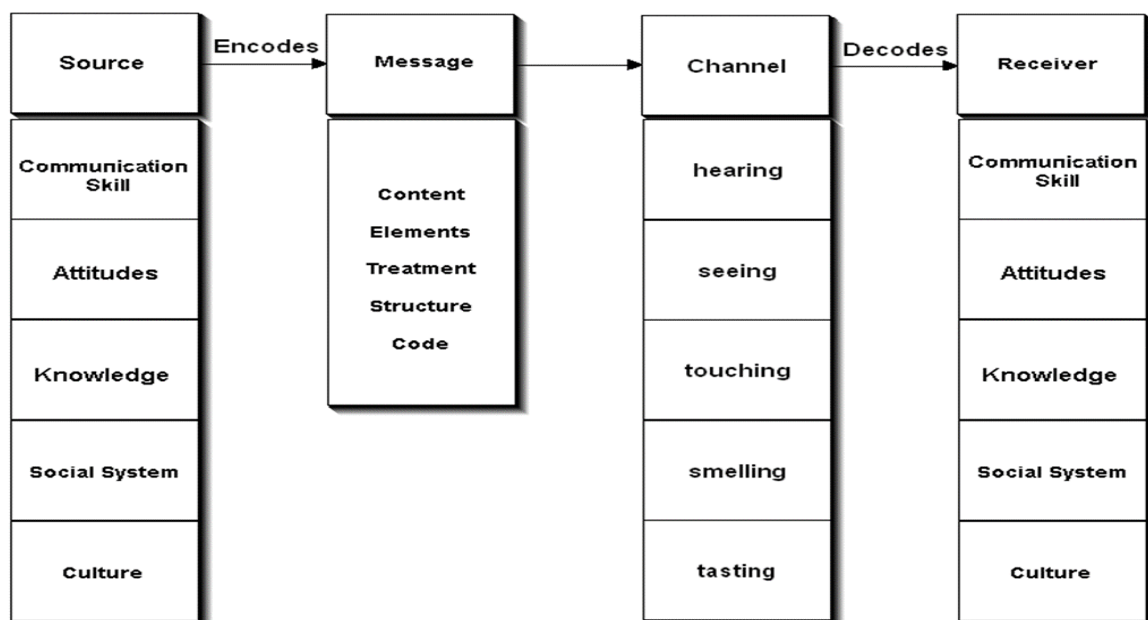
To apply Schramm's and Berlo's model of communication I will present situation which I experienced in restaurant as a waitress. Customers asked me for a food allergen information. I gave menu with information about 14 allergies. Family requested me to provide meals without dairy products due lactose intolerance. I confirmed that. I wrote the order. I underlined lactose intolerance with a different colour of pen. Schramm's model of communication will be correct for this situation. Schramm's model is demonstrated in graph below (Communication Theory, 2020).



Graph 7.1 Shramm's model of communication.

Family was sender who encoded the message. The aim of encoder was to make the information clearly that family had lactose intolerance. I was decoder. I decoded the message. I understood importance of allergy. I gave feedback. I have good listening skills. I was detail oriented. That was an appropriate communication between me and customer. Unfortunately, chef did not take seriously to consideration allergy. In fact, I told him that customers have lactose intolerance. Kitchen staff heard me clearly. He looked at me, rolled his eyes and said nothing. When I heard bell from the kitchen, I went there to make sure meals does not contain dairy products. Customers allergies were always my concern. I asked the chef if the main dishes did not contain lactose. He replied me directly get out from here. Do not tell me what I supposed to cook. In my country nobody is sick from drinking milk. You are only a woman. In my country woman cannot say anything to man. I poured extra amount of milk because is good for health. I was shocked. He ignored my verbal and nonverbal message about client's lactose intolerance because I am a woman. I explained to boss what happened with details. Whole dinner was cooked again. Berlo's model of communication will be apply for this situation. Berlo's model is demonstrated in graph the below (Communication Theory, 2020).

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:
S-M-C-R Model.

Graph 7.2 Berlo's model of communication.

I was a sender, the origin of the information. I encoded the message. The chef was receiver. I transmitted the message to him. There was clear structure of the message. I delivered right signal and content in the message. I informed receiver what ingredients had to be excluded from meal. I used written channel. Choice of channel was correct. In fact, I changed type of communication. I reinforced importance of allergy with nonverbal conformation. Receiver heard a message. He saw a message. I communicated not only with chef but rest of the team. I showed positive attitude to give message in a right way. My knowledge of what is harmful was appropriate. My values, beliefs, culture were correct. I stacked to the rules to provide good service. In term of social culture my behaviour was adequate to the situation. The whole message had right content, elements, treatment, structure, code. I used right language and tone. I gave specific instruction. Key fact was receiver did not decode the message correctly.

7.1 Barriers

Chef had lack of communication skills. Limited knowledge about allergies. He did not understand consequences of the risk that allergy could have harmful impact on client's health. The seriousness how he received message it was linked to his attitude, values, social system. That effected the way how the chef responded to my communication. I communicated appropriately but I could not control the way how the chef interpreted message based on his culture. He made own judgement. To improve this communication and remove cultural barriers that existing here it is important to take to consideration that everybody come from different background, culture, social system. People are looking at things differently. Berlo's model is focusing on communication skills which have major impact on how the message is encoded and decoded.

7.2 Strategies

To reduce the communication barriers mentioned above, I will present ideas that was implemented in the restaurant after a shocking experience. Employer organized meeting with

all employees. Members of kitchen staff were from different origins that is why translator was hired to raised importance of food intolerance in different languages. Workplace procedures, rules and regulations were reminded:

1. The legislation (The Food Safety, Order 1991) was explained in different languages to raise importance of food safety prevailing in accordance with the Code of Practice, issued under Article 39 of The Food Safety, Order 1991.
2. Kitchen staff had to complete compulsory food allergy training. The training raised awareness of food allergies.
3. To improve language barrier, signs of food allergies were hung in the kitchen in different languages.
4. New allergen menu folder was created in different languages.
5. Staff decided that order with allergies will have attached extra allergen sticker.
6. Employer organised trainings to develop communication skills for all employees.
7. We scheduled weekly meetings to help each other and resolve conflict in the workplace.

8. Conclusion and recommendations

Abilities to communicate has impact on every area of our life. This report suggested to improve communication skills. The actions to be taken are the practises of active listening skills. Try to understand what the person is saying. Take initiative to seek clarification when needed. Do not be judgemental. Respond supportively to given instruction. Give clearly positive or negative feedback but do not disregard another person conversation. Be professional. Show positive attitude. Key suggestion is to show respect to others and respect individual differences. Adopt to work environmental with different people. Offer attention and contribute fairly to the work with others. Try to negotiation to resolve conflict if necessary. It is crucial to hold regular staff meetings to keep everyone on the same page.

Word Count: 2 099

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11. Appendices

Task 1 11.03.2020
Write business email as short as possible.

To the store manager,

I am writing to inform you
that a mystery shopper will be
coming to the shop in the next
two weeks.

Kind regards,

General manager.