

BMSW4002

Effective Team Working and Communication

Communication in Amazon's Project

WELCOME TO THE PRESENTATION

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Introduction

- Project management depends on effective communication since it enables projects to move forward smoothly and on schedule (Gillard and Johansen, 2014).
- It guarantees that team members are clear on the objectives of the project and know exactly what is required of them.
- Additionally, it fosters trust so that teamwork is improved from the beginning to the end of a project.



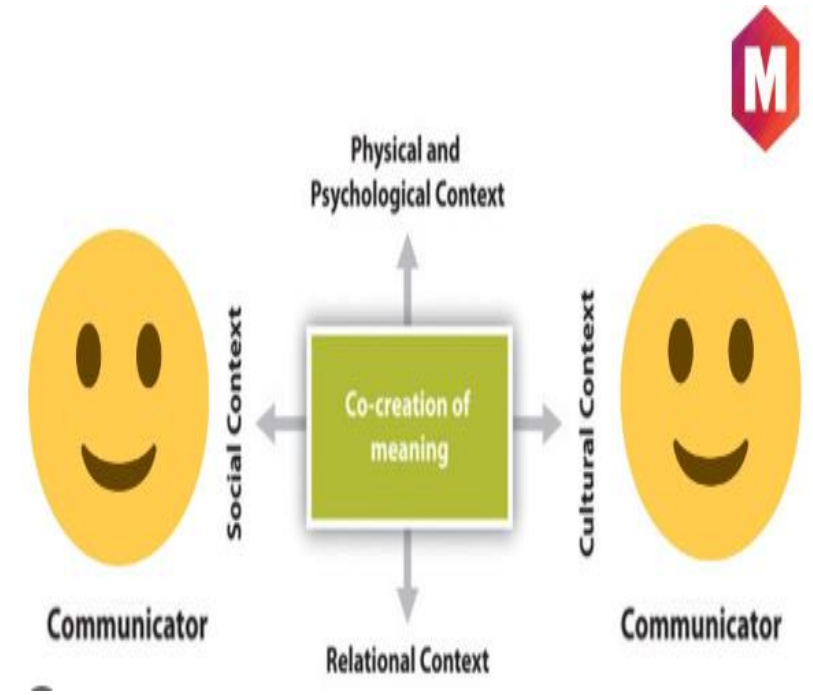
The benefits of effective communication

- In a project, having effective communication skills is essential to its success.
- It would be impossible for Amazon to meet its goals if the project manager Tom Jackson does not communicate with the team and stakeholders clearly.
- Conflict or tension at work can be reduced with effective workplace communication.
- Additionally, this ultimately improves employee engagement in the project that Tom Jackson is leading. In the end, this would assist Amazon in achieving its larger business goals.



Model of communication to be used by Tom Jackson

- Tom Jackson may go for **transactional communication model** for effective management.
- According to the Transaction Model of communication, communication is a process in which communicators produce social realities within social, relational, and cultural settings (Gozalova et al., 2016).
- This model defines communication as a transaction.
- Using this model, Tom Jackson can use communication to build relationships with project team members, form multicultural alliances, share the project members through engaging in conversation.



Communication barriers that can impact the project team led by Tom Jackson

Language and cultural barrier

Communication is often hampered by the disparities in cultural practices. When interacting with several nationalities who speak different languages, language can also be a problem (Heerkens, 2012). To prevent misunderstandings, the project manager must make sure that communications are given in plain terms.

Moods and attitudes of project employees

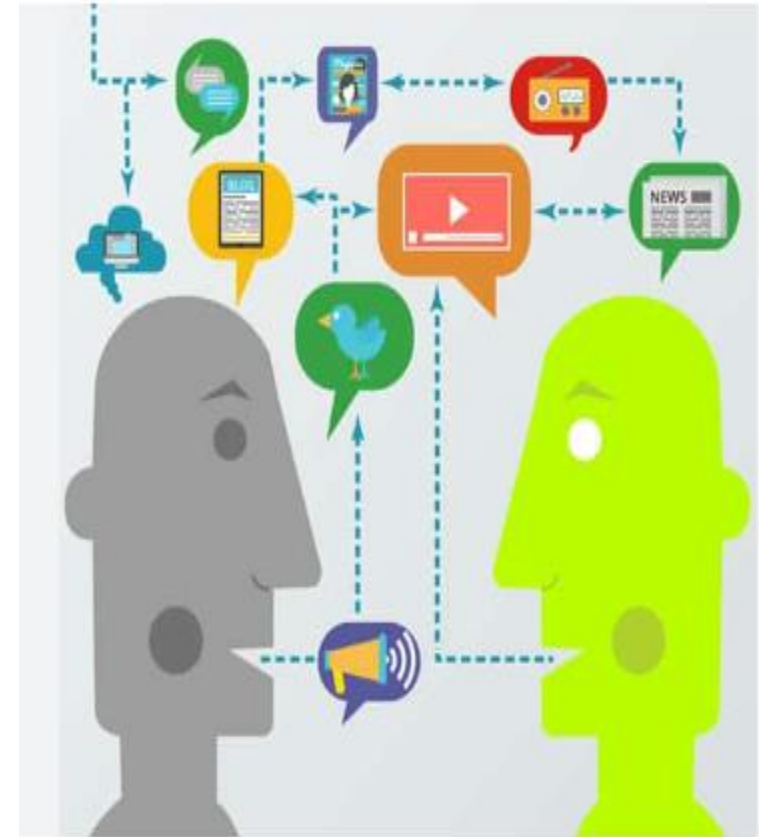
People's receptivity to communications may be negatively impacted when they are under strain due to personal problems or work-related challenges, and they are less likely to be influenced.

Work environment barriers

In some situations, the workplace environment, such as the noise level and temperature, may impact communications. As a result, the project manager must make sure that everyone feels at ease at work and that it won't interfere with good communication (Guffey and Loewy, 2022).

The channels of communication to improve communication

- Tom Jackson should utilize all the non-verbal, textual, and spoken modes of communication.
- Tom Jackson can frequently use more than one of these channels simultaneously, and each has distinct benefits and drawbacks.
- Tom Jackson should, however, utilize various communication channels, such as meeting through Zoom or other video conferencing systems, face-to-face conversations, regular email, and social media connectivity.



Conclusion

- Assuring that everyone working on the project has access to the data they need to do their jobs properly, creating a supportive workplace, and reducing waste all stem from effective communication.
- Information should be conveyed accurately while people's relationships are sustained or strengthened through effective communication.

References

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