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The importance and effectiveness of communication within a workplace

Executive summary

In this report I will be covering different topics about communication and how they relate to a work place where I will be looking at different theories and the effects it has. I will cover a range of topics such as formal and informal communication, methods of communication which can be used in a work place, Belbin and Tuckman theory, list of communication and team working skills in a work place and an action plan.

Contents list

- Different types of communication
- Team work theories
- Team work and communication skills
- Action plan for a work place

Introduction

In a business environment, communication is a key skill which is not only useful but can affect many things. One of the main reasons for the success of a business is communication as it is a vital tool because it can make or break a deal. From the base of an organisation the communication between an employee and employer is important because an employee can listen and look out for issues within the organisation whether it may be the lack of customer service some employees provide to the convenience of customers. The employee can look out for such issues and report it to the manager where the manager can take actions and look for solutions such as buying self-serve checkouts for customers to make their shopping experience better because the main priority of a business are customers. Effective communication between employees is also important because an employee can point out a mistake another employee is making so that it isn't repeated and in team work where there may be a lot of deliveries to make so employees can help one another and finish the task faster and effectively. Although oral communication can make substantial effectiveness within an organisation written communication can also be a great deal to some as employees can write down issues on a piece of paper and keep it in a box where the manager reads the pieces of paper every month and takes actions towards it to resolve matters and make employees working conditions better and customers shopping experience.

Findings : Two-way communication is an effective method to use in an organisation as it can benefit the organisation in many ways and it keeps communication between employees and others higher in the hierarchy strong. Although it may seem easy and effective many businesses fail to make this happen. One excellent example would be Tesco's where they introduced the two-way communication in their organisation called 'Listen and Fix' where they heard issues and opinions of

employees and acted on them. This made it better for employees and employers to work comfortably where their opinions are heard which made it a great workplace. The importance of two-way communication can benefit businesses if it is taken seriously. The method of the two-way communication is where the sender sends information to the receiver and the receiver sends back information answering and giving feedback regarding the information sent from the sender. An example would be an employee (sender) telling the manager that the IT system to sign in is old and does not work properly, the manager (receiver) would acknowledge this opinion and see for themselves. If they believe that this system should be updated the manager will send their response to the employee whether they agree, and they will update the IT system or disagree. This method creates a democratic environment between employees and employers as they both benefit where the employee will feel that their voice is heard so any concerns and interests are heard and the manager will be able to keep a good workplace for employees and also find out from employees whether the organisation needs to improve customer shopping experience in order to gain more customers resulting in higher customer satisfaction, popularity and profit. This method also makes the sender and receiver understand each other by clarifying any misunderstandings to understand the point of the sender which increases effectiveness and efficiency of this method.

There are two methods of communication which is formal communication and informal communication. The different types of communication methods Sarah Davies can use which will be beneficial are;

- Written communication i.e. emails, letters, text, report and notice board
- Verbal communication i.e. face to face, video conferencing and telephone

Written communication where she can use emails, letters and text to contact either the manager or an employee, this is the best method when you can't get hold of someone also it can be a way to have evidence that a piece of information has been sent. Emails and letters are formal communication and there is no need to record it for evidence as the words can be seen and kept as evidence as well as with a report and notice board. Notice boards are an excellent way to show employees their shifts and other important information which can stay there for as long as the manager wants it. Verbal communication can be used to communicate face to face with managers and employees. This is the best method if she wants to tell someone urgently and ensure that they understand it. Every employee should have the manager's number because it will be really useful and easy for employees to phone up the manager to call in sick or if they can't make a shift.

Meetings with presentations can be useful as Sarah Davies can show her thoughts and plans after meetings have been concluded. She should have a meeting with all employees first by listening to the employees to hear their concerns and interests. This meeting is effective because communication will be face to face, so Sarah can clarify things if she doesn't understand anything or wants more detail, there will be 20+ people in the room which can suggest ideas & solve problems to the owner where she can write them down and take them into consideration. Once the first meeting is done Sarah Davies should have a meeting with the two managers to find out what is happening in the store and how the business is performing from their perspectives because employees can find out more issues compared to managers as they face new tasks and customers every day. After that Sarah can mention the concerns and interests that have come up in the first meeting with the employees and suggest these to the manager to see what they have to say then she can decide on it if she feels it is suitable. The meetings method can also be used for her convenience shop to keep track of what is happening with the business. Conducting regular meetings will keep employees focused which will prevent a loss in productivity in the workplace and poor customer service.

Non-verbal communication can be a really good way to spot out issues and it's the most effective way which can show signs to another person without them knowing. For example, if an employee is struggling with a trolley that carries heavy loads of stock in the stock room he/she will show facial expressions of them struggling and being frustrated when using it every time a delivery comes. If the manager does not spot these then it will not help those employees because there may be one or two employees who are a bit shy and don't like to express their issues they face to their manager which cannot benefit either parties. But if the employee is shy but the manager spots those expression the manager can go up to those employees and ask if there is an issue and if there is one then the manager can do something about it to solve the issue. By doing this the manager breaks this barrier for their employee which creates a mutual bond between these two which is good because the manager would not have to always spot any issues as they don't stay with employees every minute. Non-verbal communication comes from the attitude and the way a person decides to act. Non-verbal communication can be a useful way to identify whether a person is interested, understands and knows what is happening during a meeting. The owner of a store can look for body language and facial expression when conducting and presenting a meeting to see if anyone is listening and understands what they are talking about. If an employee doesn't have eye contact with the owner of the store this clearly shows that he/she isn't listening so to prevent this the owner can ask questions and remind the employee to concentrate. If ideas are shared in the meeting to solve issues the owner can look for employees with the most common crossed arms which signifies that person is reluctant and does not want to share their thoughts. Non-verbal communication can be an effective method to get a message over without the need to use sound. On a busy day in the shop floor there are many customers shopping so if an employee wants to confirm something with another employee they can use the hand gesture of thumbs up to let them know which is widely known by everyone.

Belbin and Tuckman team theories are widely used by many businesses which have been successful which is why it is widely used by many people. The application of Belbin and Tuckman team theories will be an excellent method in the organisation for Sarah Davies to improve team work in the work place. In the beginning of improving team work in the organisation, Tuckman theory will be useful because the leader will identify strengths and weaknesses of team members which shows the leader can be Sarah Davies who is the owner of the store who identifies strengths and weaknesses for all employees then allocates roles for them. This is an excellent method because it prevents employees from receiving roles they aren't familiar or strong in which improves work quality because everyone knows what they are doing and they have the skills for it so for example a good leader following he Tuckman theory will not give the role of a stock room employee to a cleaner as they may not have the skills for it or wouldn't know what they are doing. From the start till the end Tuckman theory is strong because each member knows what they are doing as they come towards the end, so members will not have to rely on the leader every time unless a new task is given. Belbin is an excellent method because different people are given different interpersonal roles that they are good at which separates everyone. But the downside for this is that one person may be good in the stock room but when more people are needed on the tills on a busy day the manager has a limited amount of people who have the knowledge and skill to work on a till. An example of these theories would be on deliveries when there are new stocks beings delivered to the store. The manager who is in charge can give out different tasks to employees who are working on deliveries as they can keep everything and everyone organised, so no one is confused and all over the place which will increase chances of confusion and mistakes.

Effective team work and communications skills are;

- Decision making – to decide on risky tasks and make moves effectively

- Organisation and planning skills – being able to organise tasks and roles for team members and plan out which tasks should be carried out
- Problem solving – to solve crucial problems relating to tasks
- Feedback is excellent for members because they will have a better insight and understand something more from a different perspective
- Resolving conflict is important because conflict can break a team apart so resolving issues will keep excellent relationship between team members which will also result to a higher quality work outcome.
- Verbal communication is important in a team because everyone needs to communicate to come to an agreement or to decide a task and role for each member
- Listening skill shows everyone understands what they are doing and what will be happening around them
- Asking questions helps members to confirm and understand situations

Findings and conclusion

From what I have worked on and produced in this report I have found out that communication is really important in a work place. From my research which I have referenced below I have found many different types of communication which relates to a business work place. Communication is really important in a work place and for a business as it helps employees and managers know what is happening so there are no miscommunications.

I would recommend Sarah Davies to create an action plan which shows each employees responsibilities and this action plan should be updated every week by the managers. She should also implement new communication methods in the business to improve relations and communication between employees such as conducting meetings to let employees know about targets and sales.

Action plan

Action	Responsible	By when	Success criteria	Costs
<u>Stock room</u>	4 employees			
Accept deliveries	2 employees	On days of delivery	Complete/uncomplete	0
Fill in shelves with new stock	2 employees	On days of delivery	Complete/uncomplete	0
<u>Shop floor</u>	14 employees			
Stack shelves	3	On shifts	Complete/uncomplete	0
Tills	4	On shifts	Complete/uncomplete	May need more cash in tills
Help customers	2	On shifts	Complete/uncomplete	0
Keep the shop floor organised	3	On shifts	Complete/uncomplete	0
Clean the shop floor	1	On shifts	Complete/uncomplete	Cleaning equipment
Clean rooms and toilets	1	On shifts	Complete/uncomplete	Cleaning equipment

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References:

<http://www.mhub.tv/importance-two-way-communication/>