

Communication Barriers at Flight Foods

Effective Teamworking and Communication

Module: LCLM4003

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Presentation Overview

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2. Environmental Noise Barrier
3. Language/Communication Barrier
4. Age/Generational Barrier
5. Cultural Barrier
6. Emotional Barrier
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Introduction to Flight Foods

Company Background

- Medium-sized airline catering company
- Produces ready meals for airlines
- Supplies meals to airline customers

Why Communication Matters

- A consultancy investigation found communication problems that may be causing these operational problems

Current Problem

- Customers reported poor food quality
- Undercooked meals
- Poor packaging
- Meat found in vegetarian meals

Aim of the Presentation

- To analyse communication problems at Flight Foods and recommend practical solutions to improve communication in the workplace

Environmental Noise

Communication Barrier at Flight Foods

Why is this a barrier?

- Important instructions are delivered in a noisy production environment

Evidence from the Case

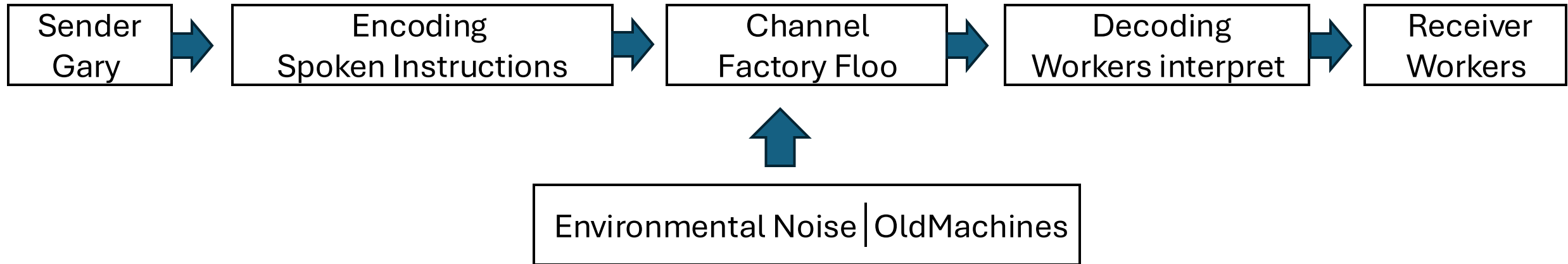
- The factory is packed with old noisy machines
- Gary gives instructions on the factory floor
- Machines are clanking and banging during production.



(Source: Pexels, 2026)

Analysing Environmental Noise

Using the Shannon & Weaver Model



At Flight Foods, environmental noise makes Gary's spoken instructions harder for workers to understand.

Solutions to Improve Communication

Practical Recommendations for Flight Foods

Solution 1

Move Briefings

- Meet with the team in a quieter place before each shift

Solution 2

Use Written Instructions

- Provide printed or digital work instructions

Solution 3

Add Visual Communication

- Use signs, notice boards and visual reminders near workstations

Solution 4

Confirm Understanding

- Ask employees to repeat or confirm important instructions

Analyse the Solution

Improving Communication with the Shannon & Weaver Model

Before

- ✗ Workers cannot hear instructions clearly
- ✗ Machine noise interrupts communication
- ✗ Information may be misunderstood

After

- ✓ Workers hear instructions more clearly.
- ✓ Communication is more effective.
- ✓ Important information is understood correctly.

Result

**Communication is clearer and workers understand
Gary's instructions better**

Conclusion

Environmental Noise at Flight Foods

Environmental noise is an important communication barrier at Flight Foods because old machines reduce the clarity of Gary's spoken instructions.

Practical solutions such as quieter briefings, written instructions and visual communication can improve message clarity and help workers understand instructions more effectively.

LANGUAGE COMMUNICATION BODY LANGUAGE

POOR COMMUNICATION

- Staff of 40 people ranging from 16 to 60 years old.
- Five different cultural groups.
- Many employees speak little English.

WEAK MANAGEMENT

- Has no structured training programme.
- Relies only on signs.

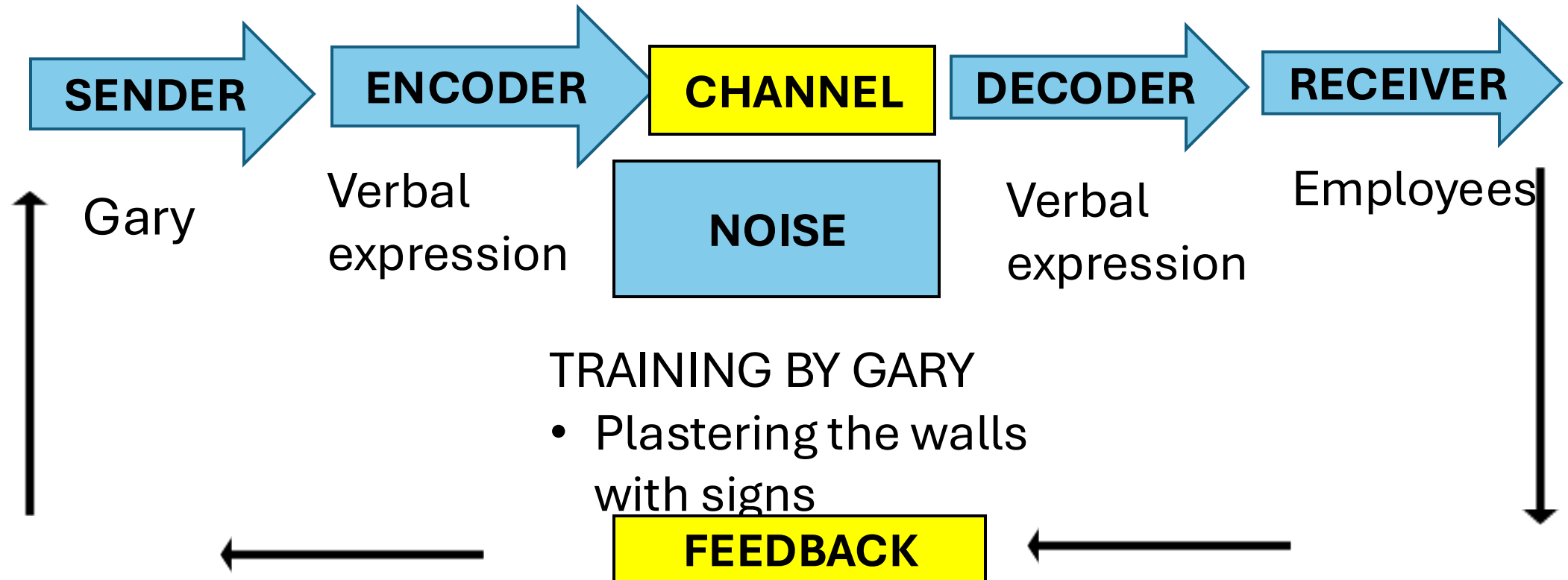


EMPLOYEES RECEIVE NO F.H.T-BEFORE STARTING WORK

- Workers learn while working
- Employees do not understand

Vivian Lopez Navia, London 2026.
<https://stockwellsafety.com/how-poor-communication-leads-to-workplace-accidents/>

ANALYSING BY SHANNON WEAVER'S MODEL



*Vivian Lopez Navia, London
2026*

FLIGHT FOOD LTD



● INTRODUCING FOOD HYGIENE TRAINING

Hand washing.

Hairnets.

Cooking temperatures.

Food store.

● IMPROVE COMMUNICATION

Translate training materials.

Use pictures /symbols instead of only text.

Employ multilingual supervisors.

● IMPROVE LEADERSHIP

(Gary needs support)

Hire team leaders.

Reduce Gary's workload

Train supervisors in leadership.

Vivian Lopez Navia, London 2026
<https://www.nationalgeographic.com/premium/article/long-flights-dehydration-pain-nausea-dvt>

SOLUTION USING BERLO'S COMMUNICATION MODEL

SENDER

- Train Gary in communication and management.
- Multilingual supervisors or team leaders.

MESSAGE

- Simplify all instructions.
- Translate messages into employees' native languages.
- Use pictures.

CHANNEL

- Videos showing correct hygiene practices.
- Team meetings before each shift.

RECEIVER

- Assess employees' languages and training needs.
- Provide training in different languages

CONCLUSION –FLIGHT FOODS LTD

1. Ineffective communication between management/employees, resulting in poor food contamination and declining product quality.
2. Using ***Berlo's Communication Model***, the company can improve communication by ensuring that the Source (manager).
3. The Message is clear and translated where necessary.
4. Channel , includes practical demonstrations.
5. Receivers fully understand the instructions.

By improving this techniques Flight Foods Ltd. can reduce errors, increase customer satisfaction and regain its market share.

Vivian Lopez Navia, London
2026

Age/Generational Barriers

An age or generational communication barrier happens when employees from different age groups communicate, learn and work differently. Differences in experience, learning styles and attitudes can affect communication.

Example from Flight Food:

The workforce includes employees aged 16 to 60 years old.

Gary says: “The older ones seem to understand, but the problem seems to be with the younger ones”.

This suggests younger employees struggle more to understand workplace instruction.

Analysis using Shannon & Weaver Model

Sender
Gary

Message
Food Hygiene rules

Channel
Verbal instruction

Noise
Younger workers have less experience
Older workers already understand workplace expectations.

Receiver
Employees

Result

Some workers misunderstand hygiene procedures , leading to food safety problems

Recommendations

Introduce a mentoring programme where experienced workers support younger employees.

Provide practical demonstrations instead of only verbal instructions.

Many younger employees learn better by watching

Give regular feedback and short refresher training sessions.

This helps younger employees improve over time.

Shannon & Weaver Model After Improvements

Sender | Gary

Message | Food Hygiene procedures

Improved Channel

- Mentoring
- Demonstrations
- Regular feedback

Reduced Noise

- Better understanding
- More experience shared
- Fewer misunderstandings

Receiver

Employees correctly understand instructions

Feedback

Safe food handling becomes routine

Customer complaints dec

Conclusion

Generational differences affect communication because employees have different levels of experience and different learning styles.

Mentoring, practical training and regular feedback improve communication between younger and older workers.

This reduced mistakes and improves food safety at Flight Foods.

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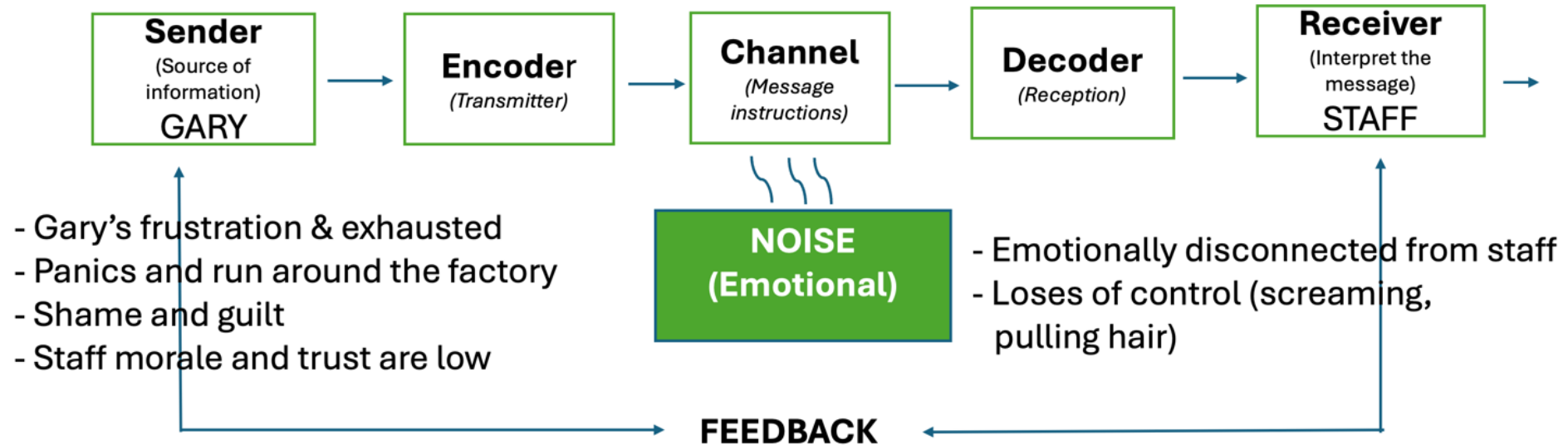
Emotional

- **Description The problem**

- Exhausted and overwhelmed – Gary comes to work tired, stressed and already emotionally drained because of his heavy workload and lack of support from staff.
- Disappointed turning into panic - he runs around the factory in a madhouse trying to explain what the staff must do, which makes him more frustrated.
- Shame and guilt - Gary feels embarrassed and guilty because he ends up breaking the hygiene rules he is supposed to teach.
- Emotionally disconnection - Gary has become emotionally disconnected from his staff and he now plastered the walls with signs instead of talking to them.
- Loss control - seeing trays of chicken left out overnight makes him pull his hair and scream in frustration.

EMOTIONAL

- Analysis using communication model (S and W; Sch; B?)



The Shannon – Weaver Model of Communication

EMOTIONAL

- **Describe Solution using words and images as required.**

1. Calm Communication Training

Gary clear to speak in a calmy way. He uses short, clear words so staff feel safe and not scared.



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2. Clear Verbal Instructions Instead of Signs

Gary stops putting too many signs on the walls. He explains tasks using simple verbal instructions.



shutterstock.com · 2765612117

3. Stress Management and Self-Care

Gary takes short breaks, organizes his workload, and looks after himself. This helps him stay calm and not panic.



4. Support for Younger/Less Experienced Staff

Gary uses patient communications. He gives simple step-by-step guidance to help new staff understand.



MENTORING
VectorStock.com/27077996

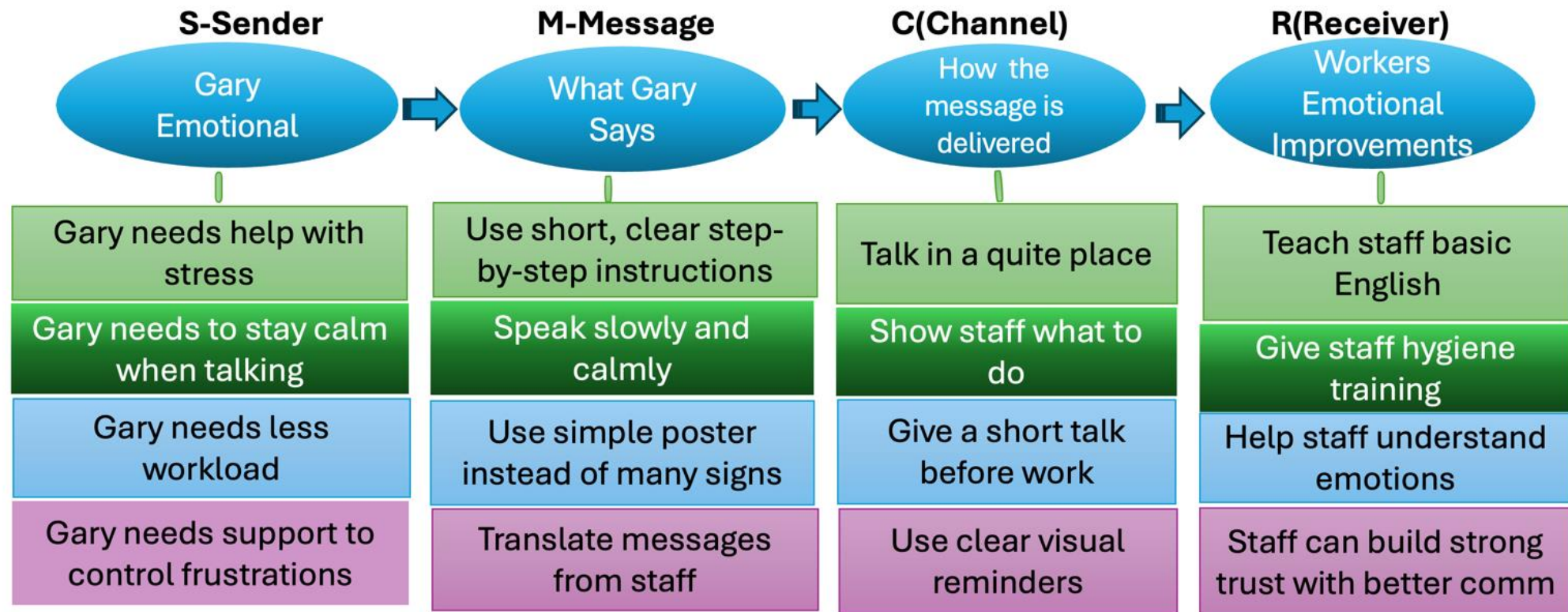
5. Reduce Environmental Stress (Noisy Machine)

Fix or repair replace the old noisy machine. This reduces frustration and help everyone stay calm.



EMOTIONAL

- Solution using BERLO COMMUNICATION MODEL



EMOTIONAL

- **Conclusion**

Flight Foods Ltd has 40 staff aged 16 to 60, from five different cultural groups, which makes communication more sensitive. Environmental noise, language and body-language differences, age and generational gaps, and cultural practices are all connected to Emotional and Psychological barriers.

- Gary needs calm communication, so staff do not feel scared or confused.
- Short and clear instructions help staff understand better.
- Pictures and posters make learning easier for workers with low English.
- Staff can rebuild trust when communication is calm and respectful.
- Better emotional communication will make the workplace safer and more peaceful.
- Everyone can work together again when emotions are managed well.

Cultural Communication Barrier

- A cultural communication barrier happens when people from different cultures have different values, beliefs, behaviours and communication styles. These differences can cause misunderstandings and mistakes in the workplace.

Example from Flight Foods

The case study says that the workforce consists of employees from five different cultural groups.

Gary explains:

“Most of them speak their own language with a few English words thrown in.”

This means many employees cannot fully understand the manager’s instructions.



Dreamstime.com



istockphoto.com

Analysis using Shannon & Weaver Model

Sender

Gary



Message

Food hygiene rules



Channel

Speaking and wall signs



Noise

- different languages
- different cultural understanding of hygiene
- workers interpret instructions differently



Receiver

Factory employees



https://www.bfss.co.jp/media/case/dessert-land?utm_source=chatgpt.com

Result

The message is misunderstood.
Food safety standards become poor.
Airlines complain about the food quality.

Recommendations

Recommendation 1

Provide multilingual induction training before employees start work.

Recommendation 2

Use pictures, symbols and demonstration videos instead of text-only signs.

Recommendation 3

Provide regular cultural awareness training for supervisors and employees.

This helps people understand different communication styles and workplace expectations.

Shannon & Weaver Model After Improvements

Sender

Gary



Message

Food safety procedures



Improved Channel

- multilingual training
- visual demonstrations
- translated materials



Less Noise

- language barriers reduced
- cultural misunderstandings reduced



Receiver

Employees understand the message correctly



Feedback

Workers follow hygiene rules correctly.
Food quality improves.

Conclusion

Cultural differences are one of the main communication barriers at Flight Foods.

Different Languages and workplace expectations make communication difficult.

Using multilingual training, visual communication and cultural awareness reduces communication noise and improves food safety.

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