

**Educational Establishment:**  
**University of Wales**

**Course Title:**  
**BMSW4002 – ETW1**  
**Effective Team Working and Communication**

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**Ms. G Ali**

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## **Introduction**

The objective of the report is to analyse my own Team Working and Communication Skills (ETCS) to provide breakdown and the importance of this skill. ETCS is a basic ability, individual characteristics and qualities that empowers me to do my best in any work environment. These include sound communication, team management, teamwork skills etc. I will need various business skills to survive in the 21st century. Therefore, my future is only secure if I continue to learn and adapt in the forever changing climate and while many of skills could become obsolete, building a wide range of skills bank for myself will enhance my employment prospects. If I wish to go into business this will enable to adapt to the business's needs. Equipped with a set of transferable skills that span all roles will add value to times ahead. Communication is simply transferring of valuable or invaluable information to a individual, a team, organization or even family. Below I have analyzed past communication methods, current method and how they differ from one another. Most of my work below is more or less about me, what I have learnt, how I will implement my learning into my work life and finally what my conclusion is to ensure my skills only enhance with my experience

## **Why is ETCS important in Management**

Having sound Communication skills is key in any operation or workplace. Whether that workplace is your employer or your own business, your peers, your children, or your employees, therefore equally important in smooth running of the operation, team, department etc.

What differentiates good teams from great ones isn't talent or skill, but the ability to work together towards a common goal. As a leader or manager of a group, it's my responsibility to ensure that everyone tracks toward the same purpose through open lines of communication.

## **1.**

### **Effective Team Working and Communication**

The skill for me to share work and information to another individual, team or organization effectively and efficiently. My good verbal and written communication skills can help make sharing of information between my team, staff or people more effective within a company for its commercial or personal use. Lack of this important communication skill will lead to missed customer sales and/or the business going to another company. My Personal development skills will be appreciated by my potential employers or if I was to go into business All experience changes, this will allow me to continually learn and develop in areas that need most improvement. This will allow me to adapt to new environments and people, it will allow me to further seek solutions and find new and innovative ways of doing things. Ultimately this is what will help me be more productive in all aspects of my employment or in my own business.

In the past Shannon and Weaver models have been used where the sender encodes the message and at the other end the receiver encodes it. These were used for telegraph messages. Due to external sounds and noise there is always need for the message to be clarified by the both the sender and the receiver.

During my studies I analyzed a case study of Pedro and Maria, husband and wife. Wife calls husband at work who was working on a building site and the wife asks husband to chicken afterwork, however due to work noise he mistakes it for 'I will be in the kitchen when you come from work'. This shows how important it is to clarify the message. Also, common knowledge of her knowing that her husband work's on a building site, perhaps a text message would have been more preferred and effective method.

### **The Importance of Effective Communication.**

Below are some examples of communication breakdown due to various operational aspects

1. During a recent incident at my workplace, I was working on an aircraft and I received a message via radio, the message was not very clear due to external noises and understood the message as requesting 'boarding of the aircraft'. I commenced boarding of the aircraft and all passengers are now on board. The radio caller attended the gate and asked why I commenced boarding without proper authority. The message that was sent was 'no boarding aircraft gone technical' means aircraft has been grounded due to fault. This did cause a lot of problems for the airline and of course for the passengers. This resulted in being very expensive, as a result of this a revised communication was issued where two messages will be sent, one being via radio (oral) and second being a text and both have to be confirmed by the sender and receiver to save any confusion.
2. Another scenario when communication channels failed due to power outage and all radios and telephones were down, this caused chaos right through the airport and effected almost 5 million people worldwide with almost 1500 flights displaced across the globe. Learning material from here was that 3 redundant and back up systems were installed to prevent this from happening again.
3. Another example was the Virgin Atlantic crash landing at Heathrow Airport in November 1997, where the under carriage of the Airbus A340 did not open and had procedures were put in place for the aircraft to land on 18 inch of foam. Just as the plane came into land it cut through some overhead cables which in turn took out the communication channels and in 1997 there were no mobile phones just radios. This was another classic example that shows the need for extra back up systems that need to be in place.

Therefore, analyzing these three scenarios' it is very important to ensure correct communication is exercised.

Considering the above two situations its imperative that all communication channels are open, available and ready to use with back systems to ensure consistency and integrity is maintained. Therefore, conclusion is that regardless how small or big the business, workplace or any other department is communication is very important for any business.

### **Communication for me**

When I am listening to someone, I have to pay attention to what they're saying. By the same token, I should be careful of my own body language when I am communicating. With experience, practice and time, I can learn and improve on these skills. I can by start understanding my skills and then develop those areas of weaknesses.

I must continue to improve my communication. This will be for me to find training, jobs, roles, both on and off the job that require me to use communication skills. This will teach me good skills while also allowing me the opportunity to practice and learn new skills.

I have the ability to adjust my communication style to my suit my reciever / team, my styles of communication are in accordance with different situations. To make the best use of my communication skills, it's important for me to consider quality of audience and the most effective format to communicate with them.

### **Components of Communication Failures.**

During my course I studied various issues and concerns why communication may fail and cause disruption some concerns below:

Getting lost in Translation: When word get lost in communication and sometimes these happen to be the important words that would have made a difference between good and bad communication.

Lack of project Hierarchy: This is when both the sender and the receiver mis understand each other, both believing task in hand would be completed by the other person. Therefore, the end result is the task does not get completed and the work suffers.

Feeling get in the way: Personal feelings have greater impact in direct communication where people shy away from speaking up.

One way communication: This is when there are issues between the management and staff and hence creating one way and in some cases no communication at all.

Mismatch Goal: Another severe issue, with certain people when their personal goals get mixed up with team goals and creating confusion.

These were just some of the problems people face when working together. All these are easily avoidable and less impact on the operation only if people bypass or overlook their egos.

### **Conclusion**

During my career I have acquired many skills which have assisted me in my daily tasks both at home and at work. This has had a positive impact on my career, by having these skills it has allowed me to execute my task productively and effectively.

These are some of the communication skills I have learned which has helped me to be a better person and a better employee.

Prioritization, Goal setting, Communication, Planning, Delegating, Crisis Management.

With this Level 4 course and my previous learnt skills, I can combine the both and start my own business in my expertise of work, this will allow me to manage my work and business productively and effectively.

I have also learnt how I can pass on my learning to friends, colleagues, staff etc., this will not only help me but help others too.

My personal skills are effective due to the training package we have at work, where regular training and refreshers are provided to ensure all staff are up to date with recent technology and communication policies.

With experience, practice and time, I can learn and improve on these skills. I can by start understanding my skills and then develop those areas of weaknesses.

Practice improving communication habits. Many of my communication skills are habits which I have developed over a period. I can improve these skills by practicing new habits that make me a better communicator.

I will continuously try to improve my skills This will be for me to find tasks both on and off the job that require me to use these skills. This will help me learn new skills while also allowing me the chance to practice and teach these skills to my juniors

I have to be very clear and ensuring my message is easy to understand as possible and minimize the chances of confusion, this will speed up my completion and helps others to understand my goals.

Procrastination is one of the key issue for anyone that will affect productivity. It can result in wasting essential time and energy. I have learnt that tasks to hand must be completed on time and with perfection, if for me to delay something there has to be a very good reason and I must complete another task in order to manage my time as opposed to wasting time.

### **Referencing:**

Häfner, A., Oberst, V., & Stock, A. (2014). Avoiding procrastination through time management

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KB Rahman

1811926

**Ex.2. Read the following brief and write a business email according to the instructions.**

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

Dear Jack Daniels 05th August 19

I am writing to ask you to join my Communications Training Team. I believe you have the right Crikens for the role.

I have observed for the past few months how you have managed and organised your work load, in particular your excellent handling of Communication Channels. <sup>Can be more specific!</sup>

I believe you have the right Skills & Competencies to fulfill this role. Although the role is demanding, but you work well under pressure and to this effect you will be an asset to our team.

Yours Sincerely,

Lecturer's signature: \_\_\_\_\_

Date: \_\_\_\_\_

7/8/2019

**Time allocated: 1 hour.** Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

Student Name: KB Rafter Student ID: 1811926

**Ex.1. Read the following passage and answer the questions.**

**The professor and the village people**

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:

'The edifice is being consumed by a great conflagration!'

'The edifice is being consumed by a great conflagration!'

The village people looked at him and continued doing what they were doing.

'Don't you understand?' He said. 'The edifice is being consumed by a great conflagration!'

They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept. The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept.

'But Professor, why didn't you say that your house was on fire? We would have helped.'

**Q1: Why didn't the village people help the Professor?**

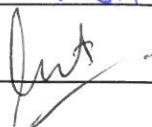
**Q2: What should he have done to get them to help him?**

**Q3: Whose model of communication do you think can explain this situation?**

**Q4: Why?**

- ① The villagers were unable to help due to professor speaking in a different language.
- ② The professor should have spoke clearly in the right context for them to understand.
- ③ Bell's Model Communication why?
- ④ Source was not clear  
unable to encode  
message not understood by receiver.

Lecturer's signature: \_\_\_\_\_



Date: \_\_\_\_\_

7/8/2019

Worksheet.....Your Name KB Rafique gr 1 2\_3\_4\_5\_6

Communications Strategy.....Your group's ideas.....Other groups' ideas

Communications Strategy

Target Groups Sales Manager, Sales team, Management  
HR, South East Branch, BMW & operations.

Communications Goals maintain dealership, improve absence  
improve work ethics, & sales pitching

Communications Objectives  
produce a strategy, allocate target, & action,  
improve the action plan, with effective Review

Words mail, letters, memos

Messages

Media Email, Skype, Conference Call, Meeting etc

⑥

Briefing See Separate Sheet.

Who Dealer, BMW. Staff & Management.

When ✓

Where ✓

Why maintain dealership, improve sales, improve work  
ethics, letter to BMW outlining the action taken.

How

utilize all communication channels, 1-1, conference call  
sub office, allocate temporary staff for communication

Refer

Maund et al. 2017 Chapter 3 Chapter 4 and Chapter 5

Maund 2017 Chapter 4 Table 2.1 "Non-Verbal Communication Codes: Consider the Professional Context"

Morgan 2017 Cultural Difference p.285

*Wood*  
9/8/2019

ETW Term 1 (June 2018) - In Class exercise for Week 6

Review any lecture content not covered. See Weeks 1-6 on moodle.

**Exercise: Classroom divides into self-defined groups of 4-5 persons. (5 minutes)**

Reference: Essential Texts from the Module Outline, Maund et. al. 2017 and Morgan 2017

**The situation:** (Read aloud and clarify keywords and discuss anything ambiguous)

The team are the management of a huge BMW dealership in London and the South East.  
(Pick another car brand if you do not like BMW)

They have been caught discounting vehicles against other dealers to close sales. The Brand owners in Germany have asked them to relinquish their distributorship. A Chinese electric car brand is eager to find a British partner to test the market for electric cars. They have made an exploratory phone call to management.

The work force knows something is wrong and people have started informally to ask questions to management. Management have replied with "we are still BMW dealers as at this moment.... You must concentrate on your work in front of you".

The work force has key members who are taking days off without warning or due cause. BMW have given them a deadline by which they must cease activity as a main dealer.

**TASK:**

1. Identify stakeholders (individuals and groups) DEALER, BMW, Staff, Management SG
2. Create a **communications strategy**. REVIEW MTR, ACTION, IMPLEMENTATION & REVIEW.
3. Identify target groups, SALES MANAGER, SALES PEOPLE, HR, OPERATIONS
4. identify goals or objectives, Maintain dealership, manage financial, improve sales and attendance
5. Describe a way of communicating with these groups to achieve your objectives  
Words and Messages, and Media. Identify a plan, Meeting to execute, allocate action allocate responsibility, Review & further planning
6. Develop a briefing for each of these stakeholders groups, organised as if they were here in front of you, use as many people as possible and reach these groups. We as a group have combined SB to work one.

**Presentation**

Each group presents the main features of their communication strategy to the other groups present

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