Flight Foods Limited
Module: Teamwork & Communication LCLM4003
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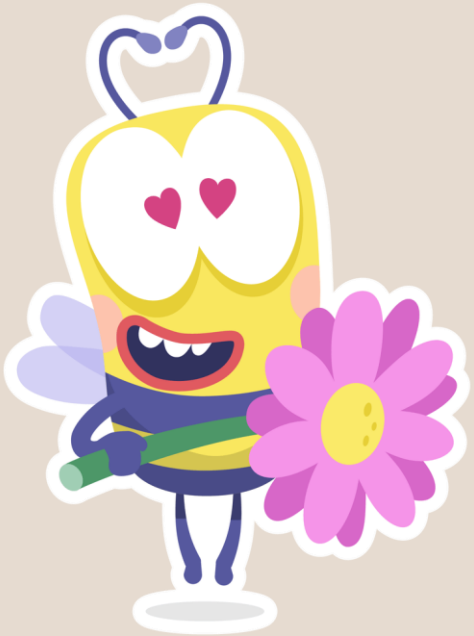
FFL (Flight Foods Limited)

Communication problems

WELCOME

Contents



Meet the Team	4
Introduction	5
Overview of the Presentation	6
Identify the main points presented	7
Key Communication Barriers	8
Theories that could explain these barriers	9, 10, 11
Ways that these barriers could be overcome	12, 13
Conclusion	14
Recommendations	15
Reference List	16

Meet The Team 4 Lions

Ozma
Co-Ordinator

John

Anthony

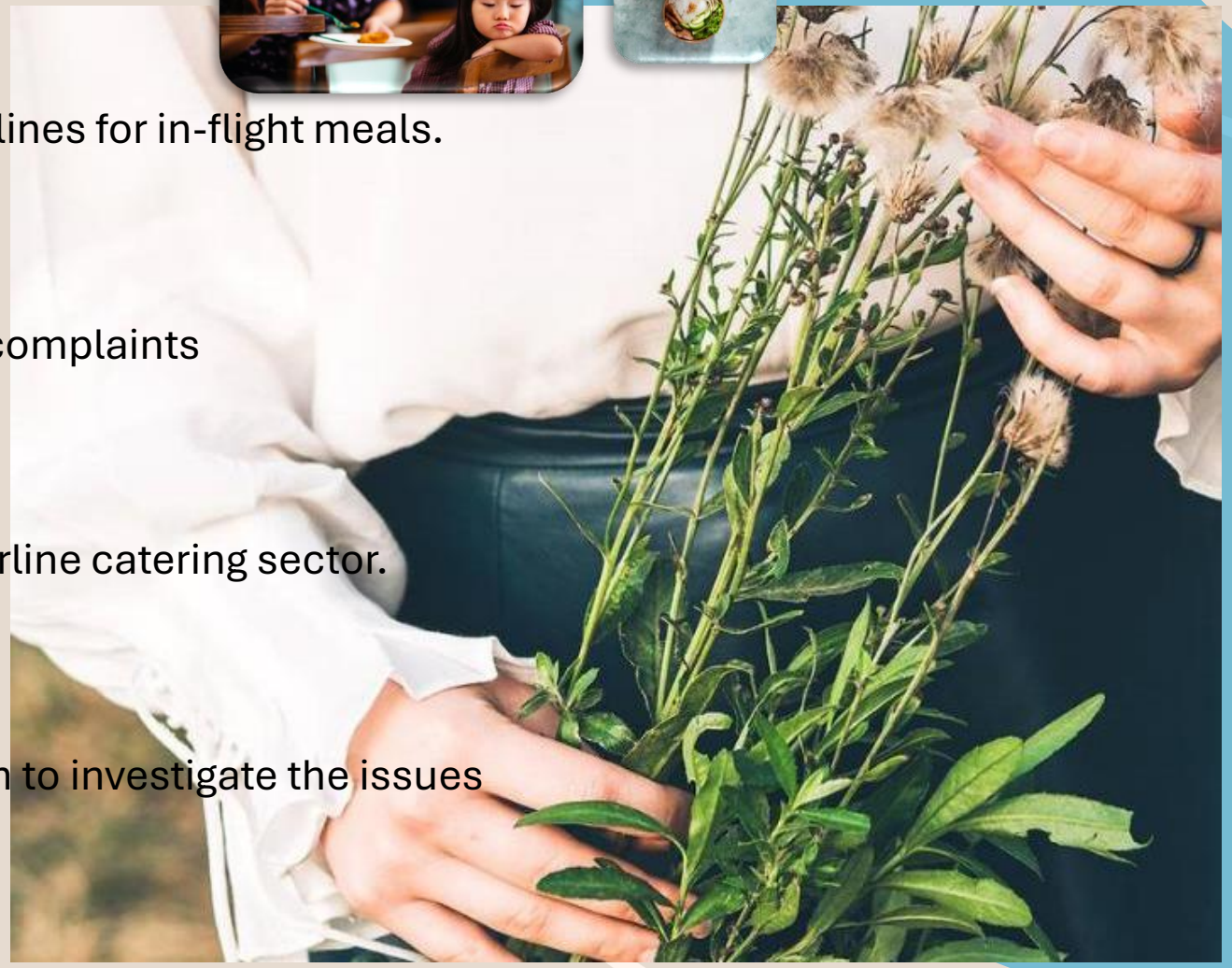
Nzage

Ozma Shazia

Flight Foods Ltd

- Co-Ordinator
- For the Team
- Organiser
- Learning experience

Introduction



- FFL (Flight Foods Limited) is a supplier to airlines for in-flight meals.
- FFL have been losing business due to food complaints
- Want to increase their market share in the airline catering sector.
- They have hired a specialist consultancy firm to investigate the issues

Overview of the Presentation

- **key communication barriers**
- **Relevant theories that could explain these barriers,**
- **Ways that these barriers could be overcome**
- **Conclusion**
- **Recommendations**

Identify the Main Points Presented

⚠️ FFL KEY ISSUES REPORTED BY AIRLINES
UNDERCOOKED MEALS
CROSS CONTAMINATION
POOR PACKAGING STANDARDS

🏭 FFL CONSULTANCY FINDINGS
OUTDATED, NOISY MACHINERY
16-60, 5 CULTURAL GROUPS
LIMITED ENGLISH
ON-THE-JOB FOOD HYGIENE TRAINING

FFL
ENGLISH AS A SECOND LANGUAGE CAN AFFECT COMMUNICATION WHEN DECODING IN ETHNIC TEAMS (STRANI ET AL., 2023

👨‍💼 FFL MANAGEMENT INSIGHT GARY, FLOOR MANAGER
ON-THE-JOB TRAINING.
COMMUNICATION BARRIERS HINDER COMPLIANCE.
GARY DISORGANISED

-

FFL MANAGEMENT GARY
SIGNS POSTED ("KEEP HAIRNETS ON… WASH HANDS…") OFTEN IGNORED.
TRAYS OF CHICKEN LEFT UNREFRIGERATED OVERNIGHT → SERIOUS FOOD SAFETY BREACH.

Flight Foods Limited Key Communication Barriers

Shannon & Weaver's Model 1949 (Human Focus, 2025)

Sender	Coder	Channel	Decoder	Receiver
↓	↓	↓	↓	↓
Gary (Manager)	Gary (Manager)	Spoken English & Wall Signs	Noisy Factory & Wall Signs	Multicultural Staff (Limited English)

Noise in the building — such as machinery or language gaps — impacts effective transmission (Dhanush et al., 2025).

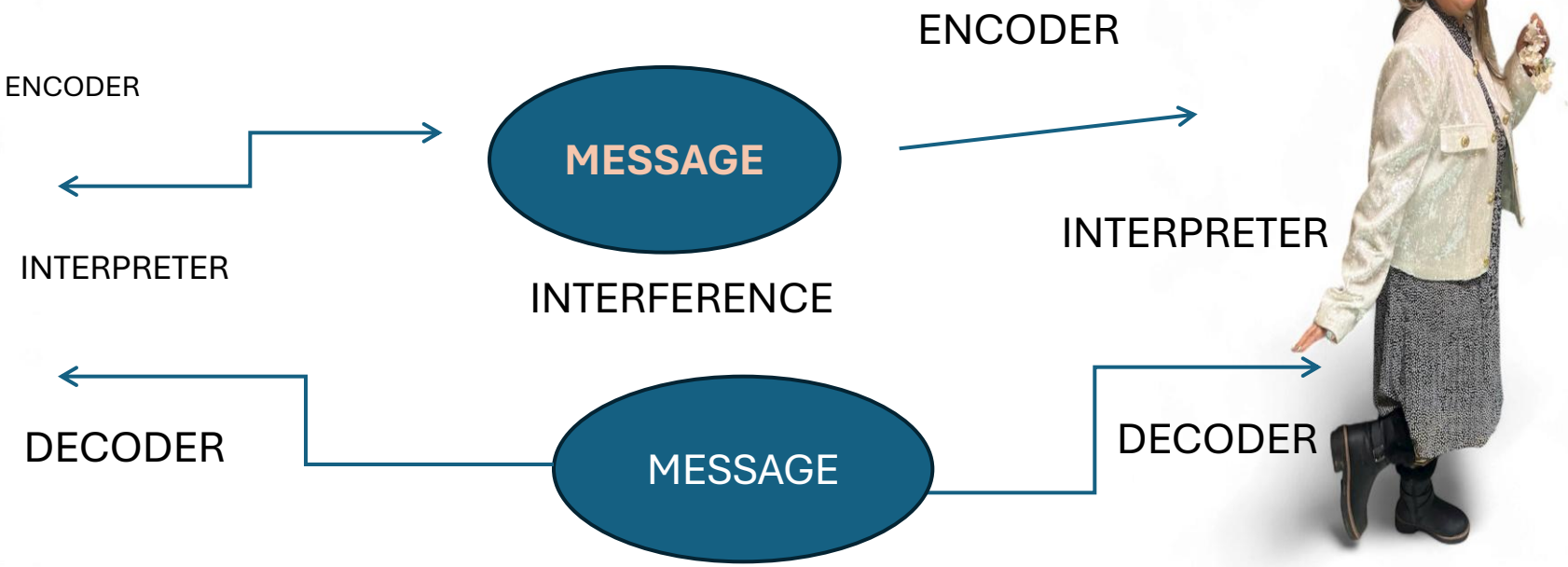
John Quinn

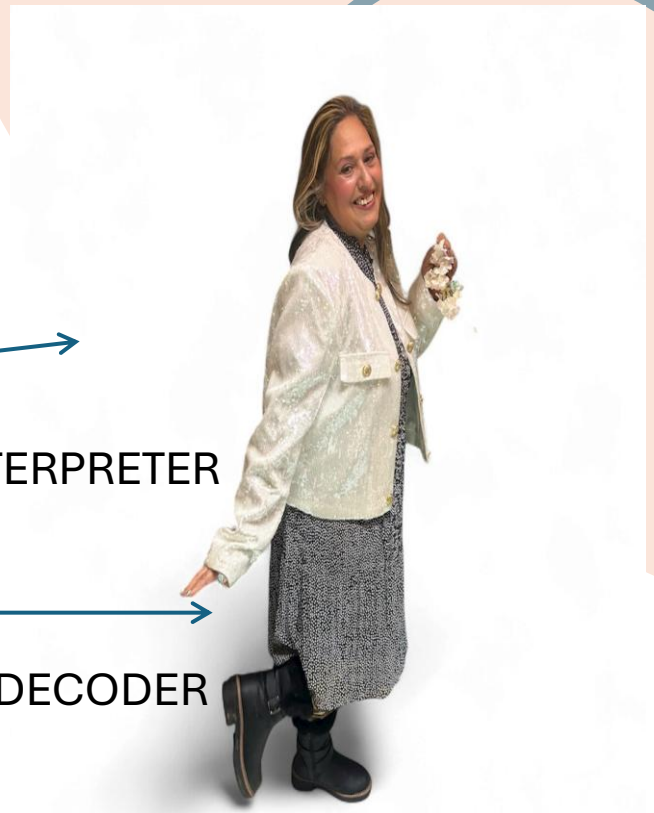
Theories that could explain these barriers Shannon and Weaver Model, (1949).

- Focuses on the transmission of messages from sender to receiver.
- Application: The Shannon and Weaver Model language barrier complicates the encoding (instructions from the manager Gary) and decoding (understanding by the staff) processes, leading to miscommunication.

Schramm's Model of Communication (Schramm, 1954).

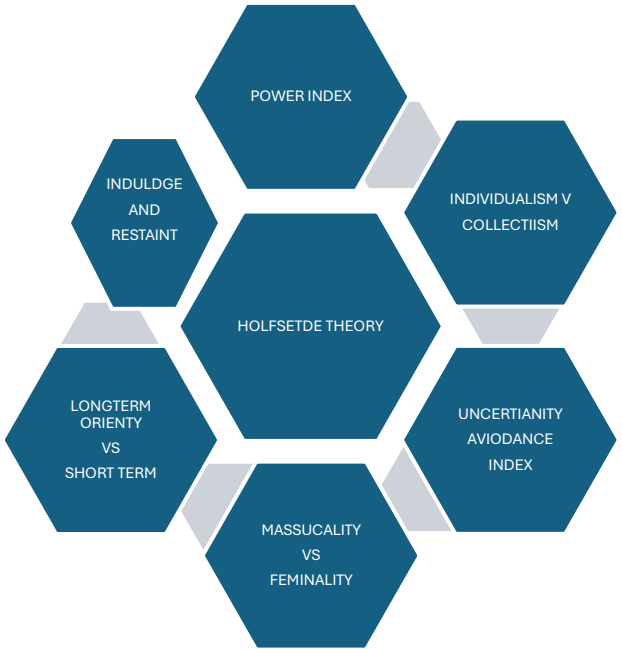
Lack of Training Impact: FFL Employees are not adequately trained in food hygiene practices.
Result: FFL Increased risk of cross-contamination and poor food quality





Cultural Dimensions Theory (Hofstede, 1980)

Impact: FFL Diverse cultural backgrounds and age differences create varied interpretations of instructions.
Result: FFL Misunderstandings and inconsistent practices, leading to operational inefficiencies.
(Hofstede, 1980).



Hofstede's Cultural Dimensions
- What It Is: Explains how culture affects communication.
- Key Points: Different cultures have different ways of thinking and communicating.
- Why It Matters: FFL Employees from various backgrounds might interpret instructions differently, leading to confusion.

Nzage Nguinza

Barriers to Communication at Flight Foods Ltd

Version (Using Shannon–Weaver Model, 1949)

Barriers and Solutions

Type of Barrier	Example in Flight Foods Ltd	How to Fix It (Using Shannon–Weaver Model)
Physical Noise	The noise of the machines cause the workers not to hear the instructions correctly	Use signs or pictures; give instructions in quiet rooms or use headsets.
Semantic Noise	The workers don’t understand each other because of confusing words or jargon.	Use simple words that everyone knows; give training on what terms mean.
Psychological Noise	Workers don’t listen properly because they’re stressed or upset.	Keep a positive workplace; talk to staff often; help with mental well-being.
Technical Noise	Bad internet, phones, or computers stop messages from going through.	Fix or update technology; make sure connections work; have IT support ready.
Organizational Noise	Messages change when passed through too many managers.	Make clear communication lines; let managers talk directly to teams.
Cultural Noise	People from different languages or cultures don’t understand each other.	Give culture/language training; use pictures and simple English.

Conclusion

- Good communication will help Flight Foods Ltd work better and avoid mistakes. The Shannon Weaver Model shows how messages move from one person to another and what can stop them. If the company reduces problems like loud noise, confusing words, or bad internet, everyone can understand each other more easily. When workers use simple words, listen carefully, and check if messages are clear, teamwork gets stronger. In the end, better communication means happier staff, smoother work, and a more successful company.

Anth
Lucker

✅ Flight Foods Limited Recommendations

🍉 **Mandatory Food Hygiene Training**	**Use multilingual video tutorials and visual demonstrations (Daft and Lengel 1986).**	**Include certification checkpoints to ensure understanding.**	
🌐 Enhance Cross-Cultural Communication	Introduce basic English language support tailored to food safety vocabulary (Rahudy, 2009)	Appoint cultural liaison staff or peer mentors from each group. (Backmann, *et al* 2020)	Face to face, Use of clear and concise language, written & verbal (Daft and Lengel 1986).
📢 Improve Communication Channels, Communicate ideas clearly and confidently	Replace ad-hoc verbal instructions with daily briefings and checklists	Use SOPs (Standard Operating Procedures) for key tasks.	Introduce feedback (e.g., suggestion box, weekly team meetings).
👫 Team Dynamics	Apply Belbin (2010) Team Roles to assign tasks	Run team-building days	Offer intercultural awareness training
🛠️ Operational Improvements	Upgrade outdated machinery	improve layout for clearer workflow	Install temperature-monitoring systems
👔 Managerial Support	Hire assistant supervisors	Provide leadership training for multicultural teams	Use digital task tracking tools

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THANK YOU