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Communication and vulnerability in H&G recruitment Group

Communication in the company is one of the most important tools that gives so many positivities and connects the different departments. The right communication can improve the monthly and annual results and also can keep and increase the employability in the organization. Organizational communication is sending and receiving of messages among interrelated individuals within a particular environment or setting to achieve individual and common goals.

H&G Recruitment Group is one of the leaders in industrial recruitment in UK. They are providing large recruitment services such as temporary and permanent placements, management trainings, consulting etc. H&G Recruitment Group is established in 2003 by two business professionals, Charlotte Harper and Gail Radley. Over time they have grown into a national organisation specialising in HGV driving and warehousing jobs and supply chain jobs to the transport and logistics sector. They are proud in delivering reliable, cost-effective logistics services to a high standard, 24 hours a day, 365 days a year.

H&G Group has an experienced and highly motivated management team, an exceptional training division, which provides exceptional quality and customer service ethic. The company communication is one of the most important tools that connects the different departments between each other and improves the employability in the organization and also gives the client access to the recruitment process. H&G's organizational communication is highly contextual and culturally dependent. There is a few way of communication in the company such as messages face –to face, written and mediated channels. I was participating position as a Senior recruiter in the Recruitment department that

was working close with the Planning department and Management department, who was responsible also for the business development. The communication that I usually do was between the candidates and the clients, usually using emails or phone call conversation. Regarding to the communication in the company we usually use emails and also meetings (1:1 or face-to face). There is a few impacts of this kind of communication such as : teams are better able to understand each other, which provides an increase to office morale and unity, you take more responsibility of the written, the face-to face meeting keeps management close to the employees and help them to increase their skills and also to improve the work.

In the communication there is a few theories that are most proven in the modern age.

- Shannon & Weaver's model
- Berlo's model
- Barnlund's Model
- Uncertainty Reduction Theory
- Agenda-Setting Theory

In H&G they are using Barnlund's Model. This is transactional model that both communicators (the sender and the receiver) are responsible of the effect and effectiveness of the communication. Barnlund (1962) expands on the two models presented and additional knowledge in the field through his proposition of a transactional model, which expands on the idea of feedback. A sender and a receiver are interlinked, as both are simultaneously engaging in sending and receiving messages, as is the case with a two-way conversation. In more complex communication contexts a receiver may decode a number of messages at the same time and also formulate their own message, code it and choose a channel to communicate it. Brands should aim to engage in a two-way meaningful communication process with their targeted audience, in order to become relevant to their potential customer and also to benefit from the feedback of these users. In H&G Recruitment Group the model provides a lot of impacts for the employability, responsibility of the employees, effectiveness of the communication and achieving personal and company goals. Following this they are using verbal communication in developing new clients and also to improve the employability. In the business communication is called face-to face meetings or 1:1. On that kind of meeting the client can meet with services that the company can provide and also to meet the necessities of using an agency

and the employee can meet his manager in order to improve skills, talk about any issues, discuss ideas and provide any feedback. The verbal communication can be four types:

1. Intrapersonal Communication

This form of communication is extremely private and restricted to ourselves. It includes the silent conversations we have with ourselves, wherein we juggle roles between the sender and receiver who are processing our thoughts and actions. This process of communication when analyzed can either be conveyed verbally to someone or stay confined as thoughts.

2. Interpersonal Communication

This form of communication takes place between two individuals and is thus a one-on-one conversation. Here, the two individuals involved will swap their roles of sender and receiver in order to communicate in a clearer manner.

3. Small Group Communication

This type of communication can take place only when there are more than two people involved. Here the number of people will be small enough to allow each participant to interact and converse with the rest. Press conferences, board meetings, and team meetings are examples of group communication. Unless a specific issue is being discussed, small group discussions can become chaotic and difficult to interpret by everybody. This lag in understanding information completely can result in miscommunication.

4. Public Communication

This type of communication takes place when one individual addresses a large gathering of people. Election campaigns and public speeches are example of this type of communication. In such cases, there is usually a single sender of information and several receivers who are being addressed.

H&G are using Small group model of verbal communication when they have a meeting with a client. On that kind of meetings there are two sides an agency and the client side. Usually the meeting starts with providing the sompanis history and market resposibilities in order to give a client idea of the departments and the sector of the business that they own and the services that they provide. Client is usually the side that is looking for a help in their business and provides the their ussues in order to find the right tools to improve it. In a

recruitment language this is called client pain. In this model of verbal communication we have a sender – client and receiver – business developer of the agency. Following this model of communication the both sides are building business relationship on a contract and trust that the client will receive the best services. After the winning of a new client, the recruiter take the responsibility to hire candidates on the active positions. The communication between the recruiter and the candidate starts from verbal (face-to face) to non verbal – emails. H&G Recruitment Group is an agency have face-to face meeting with the candidates, which can prove them as trustful and responsible organization. Many compaitors don't use the face –to face contact in order to save more time, but in that way their clients are unsatisfied of the service. The interpersonal comunaiaon with the candidate can give us a big conseption for the application of the candidate and their overall priorities. Also the recruiter is building a relationship between the candidate and a trust which is more important in that serctor. As an employee of H&G recruitment I was participating intrapersonal communication with my General Manager, that help me to improve my skills and effectivity of my work in the company. These kinds of meeting are very important for the results and carrer of the employee and also can give a feedback of the management in the organization.

To conclude, communication is indeed a very difficult concept to grasp and fully explore through theoretical approaches, but it is also obvious that an in depth understanding of its complexity is crucial to ensure that the intended message is seamlessly delivered and efficiently understood. Culture on the one hand and digital media on the other can increase the complexity of communication in both personal and professional interactions of individuals, as well as for brands attempting to communicate with their client base through planned marketing communication or advertising. The classical theories of Shannon & Weaver (1949) or Berlo (1960) are fundamental to understanding the overall communication process as they clearly define the most important factors which influence and are influenced when engaging in communication. Nonetheless, grasping the depth of the factors such as sender, receiver, noise, feedback, impact of culture on communication and the other aspects discussed here are the essential stepping stones in the pursuit of understanding and ultimately manipulating communication to design and deliver clear, persuasive and effective messages to the targeted audience. Organizational communication largely focuses on building relationships and interacting with with internal organizational members and interested external publics. As Mark Koschmann explains in his animated YouTube video, we have two ways of looking at organizational communication. The conventional approach focuses on communication within organizations. The second approach is communication

as organization — meaning organizations are a result of the communication of those within them. Communication is not just about transmitting messages between senders and receivers. Communication literally constitutes, or makes up, our social world. Much of our communication involves sending and receiving relatively unproblematic messages and acting on that information. Other times things are a bit more complex, such as when you need to resolve conflict with a close friend or family member. There is much more going on in these situations than merely exchanging information. We are actually engaging in a complex process of meaning and negotiating rules created by the people involved.

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H&G recruitment official website: <https://h-g-recruitment.com/>

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