

BMSK 4002

Effective Team Working and Communication

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Introduction

According to Maund, (2017), effective communication is considered as the building block of an organization. The success of a business organization largely depends on the effective flow of information among the stakeholders. Even the effectiveness of the basic management functions including planning, organizing, motivating, and controlling directly depend on smooth communication. In every aspect of a business organization employers need to communicate effectively. Numerous models, concepts, and theories of communication have made it easier for the employer to ensure effective communication in the workplace (Sermon, 2013). This report will explore how well employers perform communication and apply different theories of communication in the workplace. For this, I have selected '1Spatial plc'. It is an IT service management company situated in London and my friend Ben William Maxwell has been working there as an IT expert for two years.

Description

According to Morgan, P. (2016), effective communication serves as the foundation of every facet of any organization. 1Spatial plc is an IT service management company situated in London. The core function of 1Spatial plc is to develop alternative solutions. Effective communication acts as a source of information and helps to develop an alternative solution. It also helps to keep employees motivated and encourages socialization in the workplace. Regarding this, managers of 1Spatial plc use different methods of communication in the workplace for the effective flow of information. Major methods of communication at 1Spatial plc are described below:

Verbal Communication at 1Spatial plc

According to Morgan, P. (2016), verbal communication refers to the usage of words while delivering information to the intended parties. 1Spatial plc uses oral communication as a medium of verbal communication. Face to face communication, video conferencing, phone calls, etc. are actually used in this regards. It helps to understand the subject matter, information, and body language and ensures a proper response. 1Spatial plc uses storytelling as a form of verbal communication to transfer messages including objectives, mission, vision, etc. to the employees. It helps to clarify the key values, beliefs, culture, norms to the employees and demonstrate the way things are done in 1Spatial plc. 1Spatial plc believes that the tone, strength, and frequency of the story have a direct relationship with the employee commitment to the organization. It also enables 1Spatial to perpetuate their organizational culture (Sermon, 2013). 1Spatial plc also arranges crucial conversations while transferring crucial information including presentation new software, process, development plan, etc.

Oral communication at 1Spatial plc

It is also a part of verbal communication. Morgan, P. (2016) said, oral communication includes transferring spoken word, either over phone or face-to-face, video conferencing, voice chat or any other medium. In the case of both formal and informal communication 1Spatial uses oral communication. In the case of internal discussion, meetings, and conversation they use oral communication. They also use it in case of formal communication such as lectures, meetings, and conferences. While making oral communication 1Spatial very carefully focuses on the voice,

speed, volume, pitch, clarity of the speech, modulation along with different indicators of non-verbal communication like eye contact, body language, facial expression, etc.

Written communication at 1Spatial plc

Maund, (2017) said, written communication is the most formal form of communication and mostly used in case of transferring formal instructions and legal issues. 1Spatial plc uses traditional paper along with digital techniques for written communication. It includes the use of any written symbols and documents while using written communication. To communicate with employees 1Spatial plc uses letters, emails, text chats, report, electronic documents, SMS, etc.

1Spatial plc also uses different written business proposals, contracts, brochures, press releases, memos, handbooks, etc. as a form of written communication. Actually, 1Spatial plc uses written communication while communicating with the external parties including suppliers, clients, social media, government authority, investors, etc. (Lay, 2017). The core objective to communicate with these external parties is to transfer relevant information to these parties. These written papers or documents work as a written obligation as well. Besides, they also use written communication as a part of internal procedures. From the very beginning of the recruitment procedure, they use a written job description to hire employees. After that, they use different written documents for internal management, training and development, motivation, and controlling activities. For this, 1Spatial plc use social media, email, and website as well (Quick, 2017). It helps them to send a common message or share information with thousands of employees at a single moment.

Nonverbal communication at 1Spatial plc

It is a wordless form of communication. It provides reinforcement to verbal communication. Understanding the audience is very crucial while making non-verbal communication. Lack of knowledge about the audience can easily misrepresent the intended information. For this, 1Spatial encourages their employees to understand the cultural differences, values, beliefs, and norms of the particular business area (Lay, 2017). For this, they also provide training as well. During non-verbal communication, 1Spatial encourages the employees to focus on body posture,

eye contact, facial expressions, touch, the tone of voice, gestures like a pointed finger, wave and the like, overall movements of the body. Maxwell said that nonverbal cues account for almost 50% of all communication at 1Spatial plc including tone of voice, body language, facial expression, body stance, etc. where almost 35% accounts for paralanguage communication (the volume, pace of speech, and tone) as a part of non-verbal communication (Quick, 2017). 1Spatial plc always focuses on the speaking style, tone, emotions, voice quality, stress, intonation, pitch, interest, approval, etc. as a part of nonverbal communication.

Visual communication at 1Spatial plc

Being a technology-based company 1Spatial plc uses visual communication to a wider extent. 1Spatial plc uses visual communication at a different level of departmental and external purpose. They actually use different electronic and technical resources like graphic design, drawings, typography, different signs, illustration, color, etc. for visual communication (Eunson, 2007). Maxwell said that when they design any software or presentation software to their clients they use different charts, graphs, structure, etc. to make the use or design clear to the intended parties. It is also a form of written communication but more powerful than a thousand words and even than nonverbal communication. This form of communication makes it easier to 1Spatial plc to ensure proper flow of information even if the subject matter is complex to the intended parties. 1Spatial plc also uses this form of communication in public meeting, discussion, brainstorming session, conference, etc.

1Spatial believes that there is no one selective or correct method of communication. Effective communication depends on understanding the intended parties, situation, and selection of the proper communicating channel. Mr. Cooper a management officer of 1Spatial plc said that good judgment of situation and understanding emotions, feeling, attitudes, and culture of the employees are very important for effective communication in the workplace. The clear understanding of the message, situations, employees' behavior, etc. eliminates misunderstanding, misconnects, and conflicts in the workplace and thus it contributes to the success of 1Spatial plc (Quick, 2017).

Application of models of communication at 1Spatial plc

According to Eunson, B. (2007), models of communication refer to the conceptual framework used to explain the communication process of individuals or organizations. There are numerous models of communication. Among them, The Shannon-Weaver Mathematical Model, Berlo's Model of Communication, and Schramm's Model of Communication are widely used in real life.

The Shannon-Weaver Mathematical Model

The model was developed by Elwood Shannon and Warren Weaver (1948). The model focuses on four basic sections including sender, receiver, communication channel, and noise. The sender encodes the message and sends it to the receiver. A communication channel (telephone line) is used to send a message to the receiver (Sermon, 2013). The receiver decodes the signals to understand the information. Noises actually cause problems to send the signal, receive signal, and decode the signals.

Application of the Shannon-Weaver mathematical model at 1Spatial plc

1Spaital plc uses different modern technology to communicate with different stakeholders such as social media, official website, email, telecommunication, mobile network, etc. All these modes of communication can be explained by the Shannon-Weaver Mathematical Model. For example, 1Spaital plc wants to send a piece of information to an employee. For this 1Spaital plc will use email as a medium of communication.

Generally, managers prepare some written information to send information to the intended parties. Computer operators use organization's mail I'd and compose mail specific subject title and description. There may have single or multiple recipients for the message. In general, 1Spaital plc uses internet service to send information.

Here, the source of information is 1Spatial plc, transmitter or sender is the computer system of 1Spatial plc. The Internet service provider is the medium for sending a signal to the receiver system. Email software encodes and decodes the signal. Nowadays, the internet channel provides superior quality services. There is almost zero probability of losing information while sending a signal using modern communication channel (Quick, 2017). It is faster, accurate, and efficient

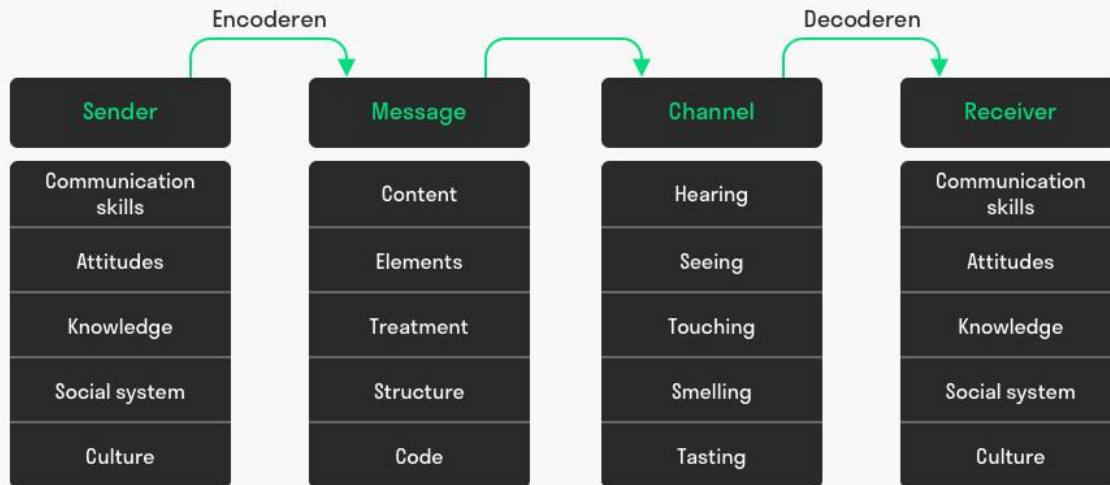
as well. So, receivers can receive the exact information sent by the encoder. Actually, digital technology uses bit per second measurement technique to send messages with proper security by providing data encryption.

Application of the Shannon-Weaver mathematical model is the same for mobile communication, video conferencing, texting, or any other digital techniques used for communication.

Berlo's Model of Communication

David Berlo expanded Shannon and Weaver's model of communication in 1960 (Sermon, 2013). He developed the SMCR (Sender-Message-Channel-Receiver) model of communication. He added the impact (both desired and undesired) of a message in his model. According to Berlo, 'communication can be seen as processes of information transmission governed by three levels of semiotic rules: Syntactic (formal properties of signs and symbols), Pragmatic (concerned with the relations between signs/expressions and their users) and Semantic (study of relationships between signs and symbols and what they represent)'. So, we can say communication is a social interaction where at least two parties share a common set of signs and a common set of semiotic rules.

Application of Berlo's model of communication at 1 Spatial



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Figure: Berlo's model of communication (Lay, 2017)

We can explain the mobile communication channel of 1Spatial using Berlo's model of communication. While communicating through mobile phone, managers focus on communications skills (reading, listening, writing), attitudes, knowledge, social system (values, belief, religion, rules, etc.), and culture of both sender and receiver. Sender's cell phone encodes the message. Here message contains content, elements, treatment, structure, and code (Lay, 2017). Here the code of the message is the form in which the message is sent. They send the message in various forms including text, audio, speech, video, etc. Since they are using mobile communication, the transmitted information is assimilated via vision and sound. It is actually a two-way communication where both the sender and receiver can simultaneously share information.

Evaluation and Recommendations

The overall communication system of 1Spatial plc is very integrated, constructive, and supportive. Modern technology has made it further efficient. It enhances socialization, superior effectiveness, and superior organizational performance. So we can say, there is a smooth communication system at 1Spatial plc.

Actually, there is no direct solution for effective communication. Proper awareness, understanding the situation and receiver, and choosing the best appropriate technique is very crucial for effective communication in the workplace. 1Spatial plc has a very sophisticated communication strategy in the workplace. But improving communication techniques is a continuous process. For further improvement they need to focus on the following sections:

1Spatial plc needs to encourage employees to clearly understand cultural differences, behavior, beliefs, values, and norms of a different group of stakeholders. They should focus on undivided attention in conversation, group meetings, lectures, etc. by keeping smartphone silent and maintaining interest, eye contact, controlling body language, and paralanguage (Lay, 2017). They should consciously use a different form of non-verbal communication as well.

Besides, they should give the required time to listen. They should not monopolize the conversation and should be frugal with words and need to pause after important points. They should give scope to the employees to play an active role in the conversation, meeting, and discussion (Eunson, 2007).

They also need to inform and inspire the employees during the conversation. Employers should have a clear thought and idea of the subject matter while communicating. They also need to focus on the effective mix of information and inspiration while communicating with different stakeholders. It will increase the motivation level and organizational productivity as well (Lay, 2017).

Conclusion

1Spatial believes that there is no one selective or correct method of communication. Effective communication depends on understanding the intended parties, situation, and selection of proper communicating channel (Eunson, 2007). The clear understanding of the message, situations, employees' behavior, etc. eliminates misunderstanding, misconnects, and conflicts in the workplace and thus it contributes to the success of 1Spatial plc. But still, 1Spatial plc has some options for further improvement. They need to take the overall communication process as a continuous learning and improvement strategy. It can further improve the effectiveness of the communication process of 1Spatial plc.

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