

EFFECTIVE TEAMWORK AND COMMUNICATION

Name: Zainab Jalloh

Student ID: 2008337

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Introduction

In order to enable an organisation to achieve a better workplace alignment and become more agile, communication plays a vital role in the workplace. A proper workplace communication has several benefits such as the aspects of attracting talents, improvement of the most KPIs around employee retention, motivating and engagement in the organisation. An integral part of organisational success is an effective workplace communication. By eliminating the problems and misunderstanding in the organizational structure, quality communication promotes a better performance which creates better team work and increases overall productivity of the organisation. In this report a few communication models and scenarios will be discussed to establish a proper workplace communication.

Communication models

- **Shannon and Weaver model**

Shannon and Weaver model of communication model could be referred to as a mathematical communication theory. In order to develop a better communication between receiver and sender this model has been designed. An American mathematician Shannon and a scientist Weaver have founded the factor named 'Noise' which affects the communication system the most (Shaw, 2019). This model of communication was developed to improve technical communication, lately it has been widely applied in all over the field of communication. Introduction of computers has been developed as a noise factor in interpersonal communication (Stich *et al.* 2017). Various concepts such as sender, encoder, channel, decoder and receiver; Sender is the source of information in this model. It sends the information which is encoded by the transmitter and converted into signals. The signals go to the reception or the decoder through the channel; here the signal may interact with noise. Through the decoder the information reaches its destination, the receiver. This model of communication deals directly only with the external noises, the messages and signals from external sources are affected by this. This is the reason for organisations investing to focus on internal communication (Verghese, 2017). In this context the application of this model would be done by the use of transparent communication practices to improve employee communication outcome (Lee and Li, 2020).

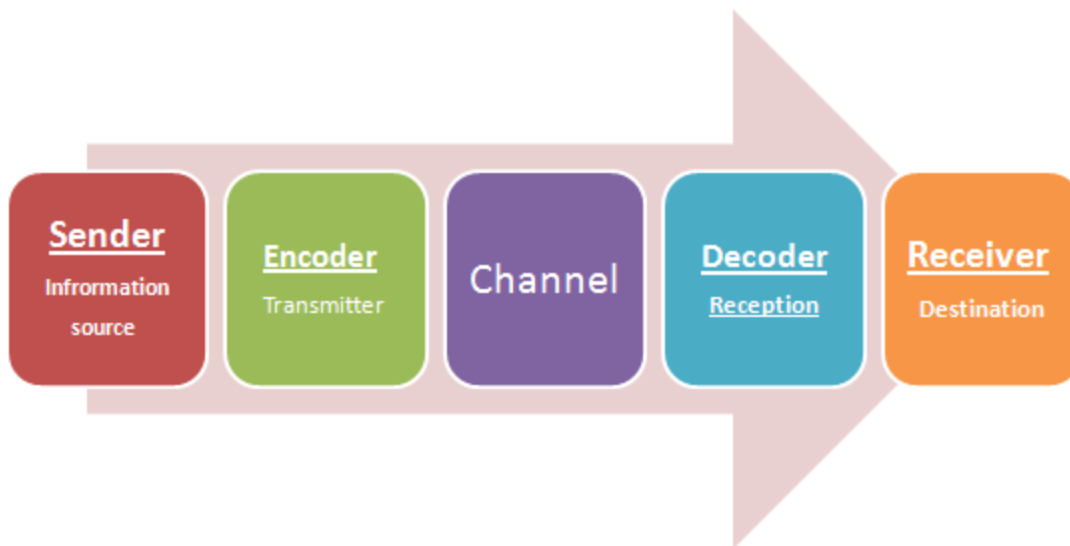


Figure 1: Shannon and Weaver model of communication

(Source: Self created)

As an example of the communication model of Shannon and Weaver the provided case study of Maria and Pedro could be represented. Here the source of the information is Maria, who has sent an instruction to get a 'chicken' over the phone. The information has been converted into signal by the encoder and went through the telephonic channel, where it had encountered the technical noise. In the next step the signal went to the decoder and converted into voice information which has reached the receiver Pedro. Pedro received and accepted the information as it 'come into the kitchen', which has been converted by the noise while passing through the channel. This establishes the theory of the communication model of Shannon and Weaver and the presence of noise in technical communication systems.

- **Berlo's model**

Berlo published a communication model in 1960. Berlo's model of communication is followed by the SMRC model of communication. SMRC stands for the communication model consisting of elements such as source, message, channel and receiver. This model of communication is not specific to any certain communication. A number of factors under the elements of SMRC, which has direct or indirect impact on the communication system, has been included into Berlo's model of communication. The source is from where the information has been generated. The source could be affected by several factors such as the communication skill, attitude, knowledge, social system and culture of the sender. Variation in these factors could affect the information in several ways like the communication skill and the attitude of the individual sending the information might change the tone of the information in assertive, interrogative or

exclamatory notes. The next element of Berlo's model is the message which could consist of diverse contents, structures, elements, treatments and codes. Each of the factors could affect the information the sender has provided to specify the message. The message goes through the channel where hearing, seeing touching, smelling and tasting affects the information. Lately it went through decoding and reached the receiver. The information could also be modified with the factors of the receiver's communication skills, knowledge, attitude, culture and social system. This model of communication believes that to establish an effective communication the sender and the receiver should be on the same mentality level. This means if a sender is with good communication skill, the listener should also have the same level of efficient listening skill to communicate properly.

- **Schramm's model**

A classic approach to and explanation of communication is offered by Schramm's model of communication. This communication model could be used to determine the effectiveness of communication between two people while exchanging ideas, attitude and information. Schramm's model of communication is a circular model; hence, communication is something circular in nature. There are three elements included in this model of communication; those are encoder, decoder and interpreter. The encoder originates the message and encodes it to send it to the receiver. The receiver decodes the information and receives the message and tries to understand, perceive or analyses the message. During the conversation while replying the decoder or the receiver becomes the encoder and generates a message related to the conversation. The previous sender plays the role of decoder and receiver while accepting the information and this process goes on in a circular way. The whole cycle is based on interpreting from starting to the ending. The message is received only based on interpretation; otherwise the communication system faces hindrance.

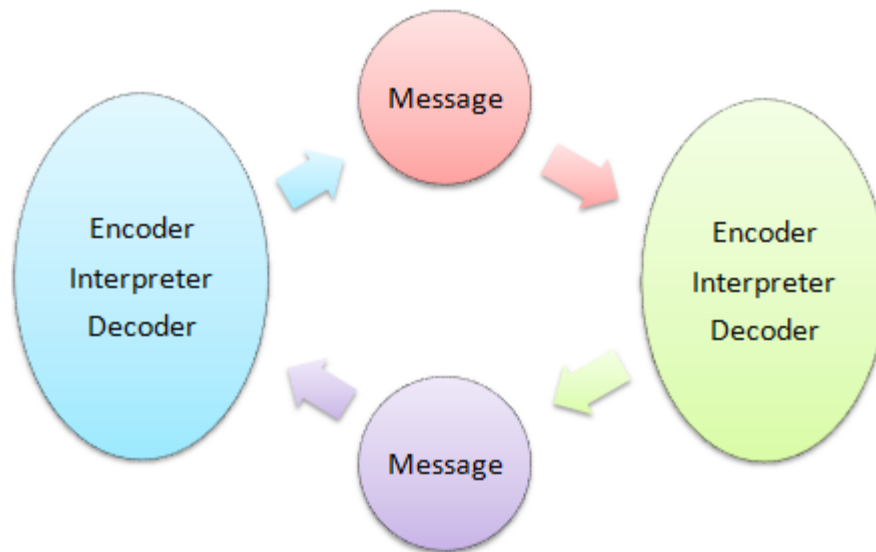


Figure 2: Schramm's model of communication

(Source: Self created)

Strategic internal communication plays a vital role in the workplace (Lee *et al*, 2021). As an example of Schramm's model of communication in the workplace the regular professional communications such as the manager asks an employee for the status of the report and this generates a two-way communication between the manager and the employee. Here the encoder is the manager who has generated a message interrogating about the status of the report, the employee interprets the message, decodes it and replies to the manager about the status that he is working on. Here the employee is playing the role of encode who has generated the information and the manager has to decode the information by interpreting. This cycle goes on in a circular way, which establishes the communication model of Schramm.

Communication skills

- **Verbal communication skills**

Description

Verbal communication means communicating orally to express views, information and ideas using words and sounds. Verbal communication in a workplace is a link, which is very clear and understandable between the speaker and listener. It is very important in a workplace to make clear the information, ideas or views. In order to make these things understandable to every individual in the workplace, one should have good communication skills like- listening, confidence and clarity and conciseness. Communication enables employees to interact effectively in an organisation (Abdullah *et al*. 2020).

Examples

Examples of verbal communication skills needed in a workplace or its success:

- **Listening:** In workplace meetings active listening is one of the best ways to be a good communicator. Listening actively is important for good communication. While Listening one should not cut the speech in between. Listening to other employees patiently and actively makes the speaker understand their requirements and communicate accordingly.
- **Confidence:** Speaking confidently during a presentation makes the listeners believe their words and actions. The words of the speakers should always be confident. It is necessary to be confident while communicating (Doyle, 2017).
- **Clarity and conciseness:** The communication should be clear and short, so that the listener can understand the motive of the meeting or presentation easily. In the workplace no one wants to spend their time listening to long speeches in meetings. Every individual wants short and specific speech.

These are some verbal skills needed to have in a speaker of a workplace meeting.

Non verbal communication skills

Description

Non-verbal communication includes gestures through body language, facial expression and tone of voice of the speakers. These skills are very necessary for a person's communication practice in the workplace. Communication is an act of delivering messages, it can be verbal or non verbal (Radovic and Salamzadeh, 2018).

Examples

Example of non verbal communications skills one should have while communicating in a workplace:

- **Body language:** Body movement like, the way a person moves, sits or talks says most about the person. A person communicating in workplace meetings or presentations should always take care about their body movements. It is very important to maintain a pleasant body posture while presenting.
- **Facial expression:** While communicating in workplaces, the speaker should not show very happy, sad, or fear in their facial expressions. one should always have eye contact to their listeners and maintain appropriate facial expression, it makes them confident about their actions and words.

- **Tone of Voice:** In meetings and presentation, the speaker should have a clear voice tone so that the listener can listen and understand their voices. Even if the words are proper and the tone is improper the speaker can have a bad impression in front of the listeners. So while communicating in a meeting in the workplace, the tone of voice should not be too loud or too slow.

Therefore these are some of the non-verbal skills needed in a speaker during a workplace meeting or presentation.

Examples of poor communication at workplace

Scenario

Poor communication at the workplace is a common challenge faced by all. In one such experience it was found that during a meeting when the speaker was explaining the expenses of the company needed to expand the business in the international market. The employee who was writing the meeting notes misunderstood the amount and noted a different amount as told by the speaker. This misunderstanding was caused due to poor communication as there was open discussion being carried out during the meeting, the employee who was noting, could not listen properly and misquoted the amount. This led to creation of a misinterpretation of the final report.

In order to improve the communication in the workplace the Berlo's model of communication has been used. It tells about the proper process and phenomenon of communication. The Berlo's model of communication includes four features- sender, message, channel and receiver. This model describes the factors affecting an individual's components of communication making the communication more efficient. Components of the model:

Sender- In the given scenario the sender was the speaker who was explaining the expenses of the company needed for that expansion of the business in the international market.

Message: It includes the content, elements and the structure of the speech which has been delivered by the employee who was the speaker of the meeting.

Channel: It is the medium used to send the message. The speaker of the meeting chose verbal medium and discussion to present his information and ideas about the expansion of the business in the international market.

Receiver: The receiver in the given scenarios is the employee who was writing the meeting notes and misinterpreted the amount needed for the business expansion.

Berlo's model works on a sender, message, channel and receiver model to encode and decode a message (Lestari *et al.* 2018).

Suggestion for improvement

In order to overcome the issues faced during a conversation as mentioned in the above scenario, there are some suggestion which are as follows:

- The speaker should have clarity in their voice:

As in the above stated scenario, the speaker could not make it clear about his information and ideas. The speaker should improve his voice tone and there should be clarity in his voice. So that, it can be hear able and understandable to every individual presented in the meeting.

- Medium of sharing information and idea:

The speaker in the given scenario has chosen only a verbal medium to share the information and ideas. In order to make the information more clear and specific visual concepts like presentation of charts and graphs can be used. This way people who cannot understand the language, can get the information by watching the presentation. Visual presentation is more attractive and gets the attention of the listener and other people present in the meeting.

- Listeners should be attentive toward the speaker:

In a meeting every member has an unimportant role. As in the given scenario, the employee who misinterpreted the amount of the company needed for international expansion was the listener. If he has been attentive throughout the meeting he would not have missed the amount. Therefore it is very important for every listener presented in the meeting to pay attention and collect all the information provided by the speaker. Listening has been studied and theorized in the context of interpersonal communication (Macnamara, 2018). These are some improvements needed to both the speaker and listener to have a productive and effective meeting in a workplace.

Conclusion

An effective communication system in the workplace does not only smoothen the organisational environment but also this creates an efficient team work among the employees associated with the organisation. The above discussed communication theory models has established a clear vision of the types and issues regarding the communication system. Accounting on them it will be easy to establish a sustainable communication system and teamwork in the workplace.

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