

Applied Leadership and Management in the Workplace

Module Assignment Submission

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Management Communication

1. Introduction

This report will look at the 4 communications models that have been the focus of in-depth research and analysis in several academic fields. Many models have been developed over time by academics and theorists to help them grasp and comprehend the complex processes involved in communication. Among these models, the Communication cycle, Shannon and Weaver's model, Schramm's model, and Berlo's model have all become well-known frameworks that have made significant contributions to the area.

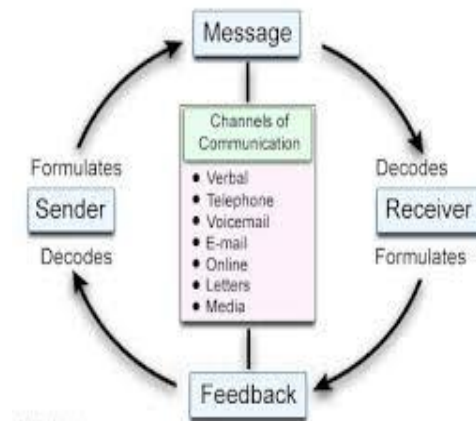
Using these four different lenses, we will examine how communication has evolved starting with this introduction. Every model provides distinct perspectives on the exchange, reception, and interpretation of information in contexts involving people, organizations, and mass media. We seek to identify the advantages, disadvantages, and ongoing applicability of each model by exploring its underlying ideas and essential elements.

2. Communication Models

Communication model and the process of the communication cycle.

It is impossible to exaggerate the significance of communication cycles and models for efficient communication in management. To achieve organizational goals, promote collaboration, and sustain employee engagement in the fast-paced, dynamic environment of modern enterprises, effective communication is crucial. Managers can better understand, assess, and enhance communication processes within their teams and throughout the organization by using the organized frameworks that communication models provide.

2.1 Communication Cycle



The Communication Cycle Explained

The cycle of communication makes sure that all parties accurately transmit and comprehend the information. Every action is essential:

Idea Development: The sender makes their message clear.

- Encoding: The sender decides how to convey the idea.
- Transmission: The message is delivered by the sender via the proper channel.
- Receiving: The message is received by the recipient.
- Decoding: The recipient decodes the communication to comprehend it precisely.
- ****Feedback****: The answer from the recipient lets the sender know whether the message was understood correctly and whether further explanation is required.

A method that shows how information is transferred between a sender and a recipient is called the communication cycle. It comprises of multiple crucial phases:

1. Concept Generation The idea that the sender wants to convey is conceived.
2. Symbolization The notion is converted into a message by the sender using words, gestures, or symbols.
3. Transmission: A selected channel is used to send the message (e.g., spoken, written, non-verbal).
4. Receiving: The message reaches its destination.
5. Decoding: The communication is interpreted and comprehended by the recipient.
6. Feedback: The message's recipient lets you know if it was understood by responding to it.

The Communication Cycle Explained

The cycle of communication makes sure that all parties accurately communicate and comprehend the information. Every action is essential:

- Idea Formation: The sender makes their desires clear.

Strengths and Weaknesses

The Communication Cycle's Advantages: Clarity It helps guarantee that communications are understandable and unambiguous by segmenting communication into discrete phases. Mechanism of Feedback makes it possible to clear up misconceptions right away, which improves communication.

The organization gives a methodical approach to communication, which facilitates the identification of communication breakdown locations. Flexibility applies to a variety of written, verbal, and nonverbal communication formats.

The Communication Cycle's Complexity's Weaknesses The multi-step procedure can be difficult and time-consuming, especially in casual or fast-paced environments. Barriers and Noise At any point, outside variables like background noise, cultural disparities, and individual prejudices might cause interference and misunderstandings.

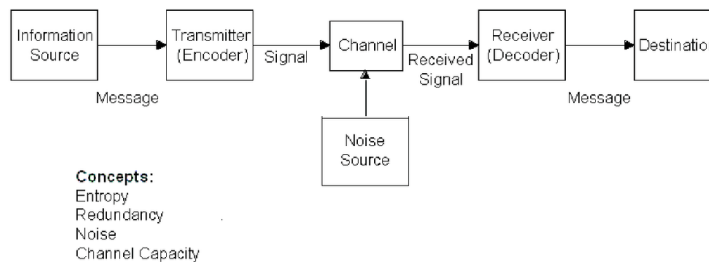
reliance on constructive criticism the feedback step, which is crucial to the cycle, could not always be given or received positively. Possibility of Misunderstanding There is always a chance for miscommunication, particularly during encoding and decoding when the sender and the recipient do not have the same background or context.

The communication cycle describes the process of exchanging messages. It includes stages such as ideation, encoding into a format that can be understood, sending the message via a selected channel, receiving feedback to confirm the message was understood, and so on. It can be hindered by complexity, noise, reliance on input, and misinterpretation hazards, but its benefits are in fostering clarity, structured engagement, and feedback for prompt correction.

2.2 Shannon & Weaver

The Shannon-Weaver Mathematical Model, 1949

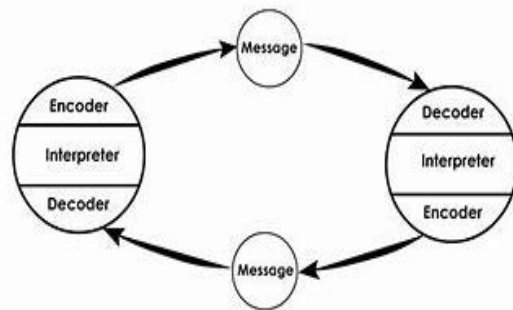
The Shannon-Weaver Mathematical Model, 1949



This communication model is specifically crafted to enhance effectiveness between the sender and receiver while addressing issues that disrupt the process, known as noise. Originally developed to refine technical communication, it later found application across various communication fields. The model encompasses information sources, transmitters, channels, messages, receivers, encoding, and decoding. This model is called linear model which travels in one direction.

- Sender: the originator of the message, selecting the desired content.
- Encoder: Converts the message into signals for transmission.
- Noise: Interference that distorts the message during transmission, whether through cables, satellites, or phone lines.
- Decoder: the reception place of which the signal Converts into messages as a reverse process of encoding.
- Receiver: the place where the message is received from the sender.
- Based on the decoded message the receiver.

2.3 Schramm Communication Model



This is a circular communication model with Schramm both the sender and the receiver are actively participating each person takes part allowing the message to flow in both directions like a continuous loop of communication Schramm describes it as if it's a switchboard handling and redirecting current information. Like the other model's noise can occur and arise from values beliefs with background knowledge that can have an impact on how the message is received.

- Encoding; the sender encodes their thoughts into a message.
- Decoding: the receiver deciphers the message.
- Interpreting: both parties make sense of the message bridging understanding gaps.

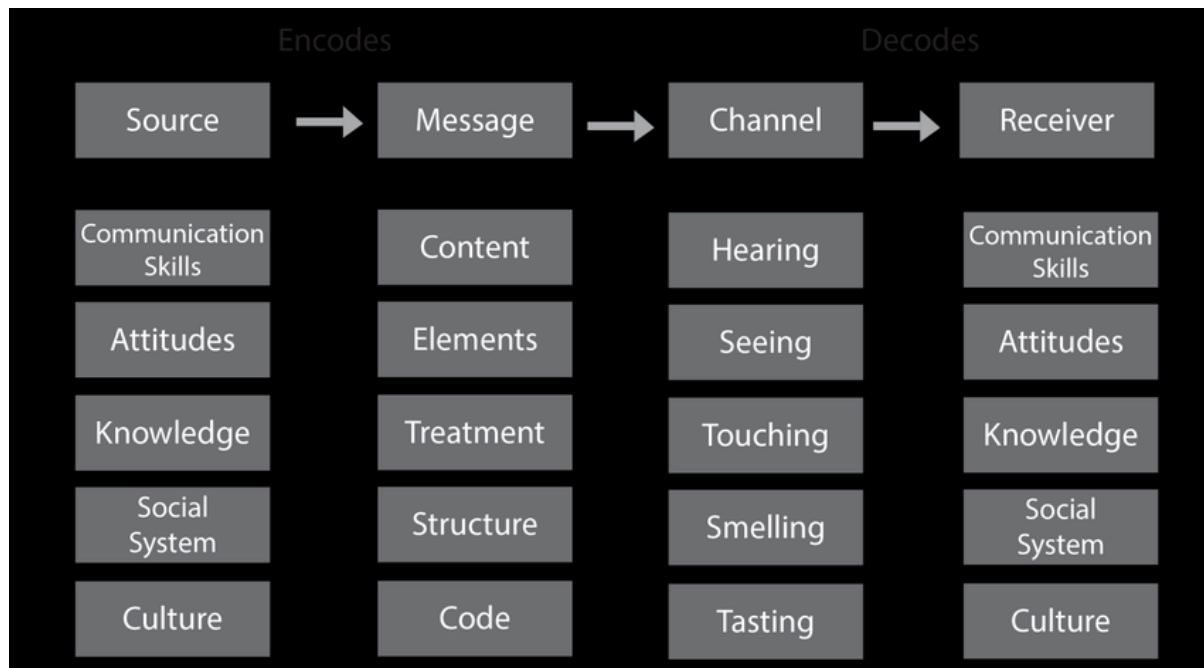
2.4 Berlo Communication Model

The well-known communication model developed by Berlo aids in the process of comprehension. Berlo also highlights the interaction between the sender and the message, the channel, and the recipient in effective communication, which involves sharing meaning and comprehension in addition to information transmission.

Source of communication skills; individuals' ability to read, write, speak, and listen. The sender must be aware of the topic of communication, this could be aspects like values, beliefs, or even culture.

The audience's reception is crucial in communication. Elements such as language, gestures, body language, and other relevant components play significant roles. However, how the message is delivered can greatly affect its effectiveness.

The receiver, also known as the decoder, interprets the message. Successful communication depends on the receiver's understanding and interpretation within their social context like 1 2 3 4.



(Berlo, 1960)

3. Comparison of the four models

Although these 4 communication cycle models are slightly different, relay the same information between the sender and receiver appropriately to their audience.

In comparison, these models offer distinct perspectives on communication, ranging from linear transmission (Shannon-Weaver) to circular interaction (Schramm and Berlo). While verbal communication is essential, non-verbal cues play a crucial role in conveying meaning and understanding across cultures and contexts however each model offers unique insights into the complex communication process, and understanding their differences can enhance our grasp of effective communication.

4. Relevance to the Workplace

To make sure I get the right message; I use my skills to offer digital photographs and colour charts when a customer expresses her demands to me at work. After she understands the procedure, the recipient gives what is requested.

I've discovered that the Schramm communication model works well at my place of employment. My experience has shown me that constant communication throughout the process greatly improves our workflow, especially given the nature of my workplace.

5. Understanding the Significance of Tone, Language, and Formality

The importance of understanding and applying appropriate formality, language, and structure contributes significantly to effective workplace communication. Remember that context, audience, and purpose guide your choices. Workplace communication can build a stronger professional environment.

- **Formality;** Refers to the level of professional expression in communication. It encompasses vocabulary, syntax, and adherence to roles, protocol, and appearance. With a professional image, language can reflect professionalism and competence. It establishes a positive impression between the writer and the organization. Using the appropriate level of formality ensures that the audience perceives the message respectfully.
- **Language**
The importance of appropriate vocabulary by choosing precise words ensures clarity and avoids ambiguities. Avoid jargon and slang which will confuse outsiders and undermine professionalism, keeping your language polite is very important for a positive relationship.
- **Structure**
A structured communication framework ensures that messages are clear and easily understandable with framework establishes accountability by clearly defining channels for reporting progress, raising concerns, and addressing issues, which helps foster a culture of responsibility and ownership within the team. Overall, implementing a structured approach to management communication fosters a more efficient, cohesive, and productive workplace environment.
- **Content**
The content of communication should be relevant, accurate, and concise. Including unnecessary details can clutter the message and detract from its main points. Ensuring the content is appropriate for the audience and aligns with organizational goals helps to maintain focus and effectiveness. For instance, messages are certainly quicker than emails.
- **Tone**
Tone sets the emotional context of the message. This may be in several ways whether positive or negative. Certain tones can set the mood this may influence how the message is received and interpreted by the recipient.

6. Assessing Different modes of communication in my workplace

In my workplace, verbal (spoken), written, (body language), visual (charts, graphs), digital (online), formal (official), informal (casual), and interpersonal (one-on-one) are the main forms of communication used.

6.1 The table below details the advantages and disadvantages of different modes of communication in my workplace.

Verbal communication	How is it used in my workplace	Advantages in my workplace	Disadvantages in my workplace
Face to face	Allows me to see the client's expression to see if it's someone they like or dislike.	Allows for tone & emotions to be expressed clearly with misunderstanding in complex discussions.	Noisy environment, body language can lower the mood,
Visual communication	Clients will bring photos to show what they are looking to have done.	Presenting the topic of discussion.	visuals are poorly designed and will have a negative approach to the discussion.
Teams meeting	The staff and I will have a meeting to help with any concerns.	For those who work remotely with a busy schedule.	Poor connecting via teams, family interruptions. Noisy background.

Written communication	How is it used in my workplace	Advantages in my workplace	Disadvantages in my workplace
Emails	I would send clients emails to communicate, for confirmation.	Evidence of sent emails for the record with detailed information.	Don't open emails regularly to get the message in time.
Texts	I like to text a reminder of appointments, as this can be easier for clients who can't email a lot.	The text is an instant message for providing a record of the discussion & the topic.	Might not have the same details, and texts can be misunderstood on sensitive topics.
What's app/ phone	What's app is effective as you get a delivered response.	You can see if the person has read the message	Might not have that account anymore or achieved the messages.

6.2 Recommendations to improve communication in my workplace.

Building solid relationships and getting better results at work require improved communication. The following useful advice can help improve communication at work:

Create a rapport: Get to know your staff members on a personal level to foster trust. Plan informal get-togethers or team lunches to promote candid conversation.

Establish Trust: Good communication requires trust. Take a sincere interest in your staff members, understand the difficulties they face, and act to support them.

Frequent Meetings: Arrange frequent team or one-on-one meetings to give staff members a forum to voice their opinions and concerns.

Prioritize two-way communication wherever possible. Promote attentive listening and make sure staff members feel appreciated and acknowledged.

Explicit Expectations and Goals: To prevent misunderstandings and encourage productive communication, clearly define your objectives and expectations.

7. Motivation

Definition of Motivation?

Motivation is the driving force behind an individual's behaviours, actions, and goals. It refers to the internal desire, energy, or incentive that prompts someone to pursue and achieve certain objectives. It plays a crucial role in influencing productivity, performance, and persistence in tasks that need to be achieved. Motivation helps you feel more in control (Cherry, 2023)

7.1 Intrinsic Motivation; Comes from within, driven by personal satisfaction or interest. For example, solve a word puzzle because you find the challenge fun and exciting. These models highlight the role of achievement and perceived autonomy, (DeCharms,1968) in driving intrinsic motivation. When someone is intrinsically motivated, they behave out of enjoyment or challenge rather than in response to demands, incentives, or goods from other sources. Ryan and Deci (2000, p. 56).

7.2 Extrinsic motivation: Extrinsically motivated activities are carried out to obtain something from others, whereas intrinsically motivated behaviors are carried out for the personal fulfilment they provide. Sansone and Harackiewicz (2000) suggest that three variables can affect the effect of rewards on later motivation,

7.3. Motivation Models

7.4 Maslow



(Maslow, 1943)

Abraham Maslow (1943) proposed a noteworthy theory relating to motivation, known as Maslow's Hierarchical Needs Theory. The hierarchy consists of five phases of human needs, each of which must be met in turn. Maslow divided his five phases of hierarchy into three categories: relatedness (R), growth (G), and existence (E).

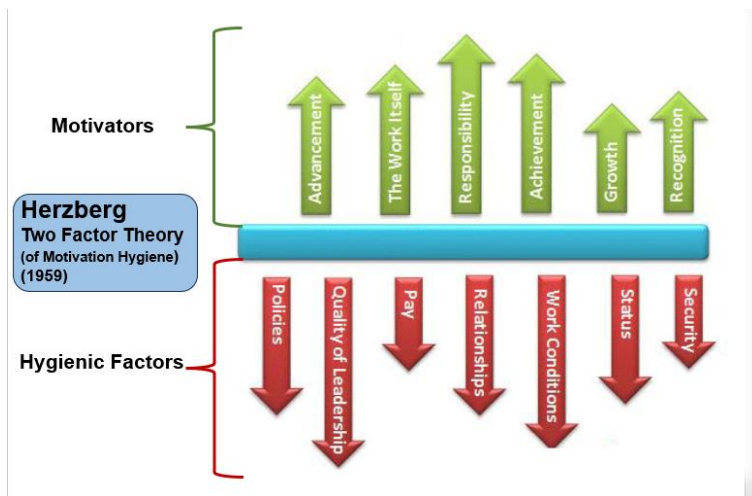
7.5 McClelland



(McClelland, 1988)

McClelland (1988). Suggests that those in high management Power should be prioritized over allegiance in positions of authority. Additionally, he thinks that while people with high accomplishment drive might be effective managers, they are typically not the best candidates for senior management roles. The idea put forward by McClelland contends that it has less applicability than other explanations.

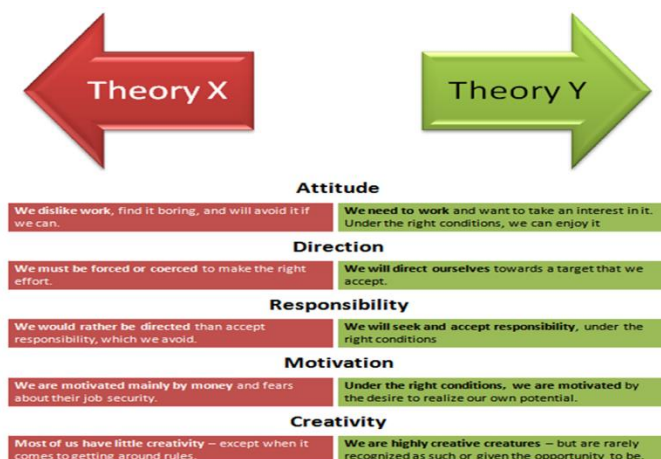
7.6 Herzberg



(Herzberg et al. 1959)

The two-factor hypothesis of Herzberg et al. (1959) continues to study the actions of unhappy workers in their workplace. The elements that meet expectations and subsequently stimulate employees are intrinsic variables (satisfiers), namely the opportunities for career advancement and growth, moderated by the existence of extrinsic variables (hygiene factors), namely, salary and working environment. This division in the elements that motivate employees was identified and highlighted by Herzberg (2008). If the hygiene elements are insufficient, the workforce will not be able to value the intrinsic rewards of their work, so the satisfiers and motivators will have little to no effect.

7.7 McGregor



(McGregor, 1960)

The McGregor, (1960), management style known as Type X makes the implication that people are inherently lazy, despise labour, and try to avoid it at all costs. Consequently, management

believes that employees need to be closely watched over and that extensive control systems need to be put in place. It requires a structure that is hierarchical and has strict control at each level. If there is no attractive incentive plan, employees will not be very motivated and will try to avoid taking on new tasks. Threats and intimidation are the main tools used by managers who apply Theory X to get the cooperation of their employees. Theory X managers exhibit an authoritarian style that places a premium on output or production. This strategy, which is based on employee mistrust, emphasizes a punishing atmosphere and unduly constrained monitoring. Contrarily, Theory Y highlights that individuals will use self-control and self-direction to fulfill their commitments to corporate aims and goals. Theory Y managers use a decentralized, participatory management style and exhibit positive attitudes toward their staff members. This promotes a relationship of trust and collaboration between management and staff. Individuals receive increased accountability, and managers support their efforts to develop and offer recommendations. Regular assessments are carried out, but in contrast to Theory Y organizations, their goal is to promote candid communication among staff members rather than exert control over them.

8. Applying a motivational model to my workplace

Theory X: Takes a more governing and gloomier stance.

feels that people are inherently lazy and that to get them to work hard enough, they need to be controlled, coerced and threatened with punishment. demonstrates a conventional, authoritarian style of leadership.

Workplace Implications: Managers who apply Theory X may micromanage, have low employee trust, and prioritize external control.

Theory Y: Adopts a positive and interactive stance.

acknowledges that people are willing to take on responsibility and use their imagination, creativity, and ingenuity when given the correct circumstances.

promotes an empowered leadership style among staff members.

Implication for the Workplace: Employers who apply Theory Y to their leadership cultivate a culture of cooperation, respect, and self-motivation.

Applying a motivational model to my workplace McGregor's x and y theory the y theory is the approach that suits me in my workplace, as I've always had the communication to encourage my team to work towards their goals.

8.1 Factors that affect motivation in the workplace.

The theories of motivation pertain to the approach that elucidates the reasons behind an individual's engagement in certain behaviours. Motivation also gives them the drive to accomplishment. (Amzat et al., 2017). Career advancement opportunities paired with salary and performance increases serve as motivating factors in the workplace environment, Cruz et al, (2009) also go on to say that intrinsic motivation factors are self-assurance, independence, and trustworthiness.

8.2 Relate to your workplace.

Despite my team's tenacious work on a significant project, as a team leader at a software development company, I've observed a drop in morale, which has increased stress levels as deadlines draw near.

I've put in place a program that emphasizes acknowledgment to solve this. I publicly acknowledge team and individual accomplishments during our weekly team meetings. I make it a point to recognize and thank them for their efforts, particularly when they go above and above, collaborate well, or succeed at finishing difficult assignments.

Moreover, instead of merely praising them all in general, I highlight the significance of their efforts. For example, I could point out how Employee 1's database query optimization greatly increased the speed of our program or how Employee 2's meticulous product testing averted a possible catastrophe by finding important defects.

9. Conflict management resolution strategy

Conflicts in the workplace can result from a variety of factors, including personality conflicts, miscommunication regarding roles and duties, conflicting goals or priorities, and variations in communication styles. These conflicts might appear as disagreements among co-workers, arguments over resources or power to make decisions, or stress resulting from unfair treatment or perceived favoritism. Finding mutually acceptable solutions to workplace issues often takes open conversation, active listening, empathy, and occasionally mediation.

9.1 Describe a professional conflict resolution strategy.

The speaker voiced concern that unresolved issues could be harmful to our working relationship.

Emotions Painful as a Result of Accused Criticism. I feel hurt when I hear criticism, so I'd like to talk about it openly.

Seeking Understanding. I am perplexed when I don't understand your viewpoint. Would you kindly explain this to me?

Preference for Calmer Talks: "I find it annoying when our discussions become contentious. I would prefer to proceed with greater composure.

Managing Avoidance: "I become anxious when we don't discuss our difficulties. Let's face them together. Clarifying Intentions: "When people misunderstand my intentions, it makes me sad. I want them to be understood clearly. I can foster empathy, open and courteous communication, more fruitful conversations, stronger bonds with others, and efficient problem-solving in work-related situations.

9.2 How successful will it be? Why will it work?

The effectiveness of the proposed conflict resolution approach depends on follow-up evaluations, clear communication of agreements, discussion, compromise, and cooperative problem-solving. This strategy is probably going to be effective because it emphasizes proactive participation and communication, which promotes understanding, collaboration, and long-lasting solutions.

Conclusion

Why is Communication important in the Workplace?

Effective communication, which has a big impact on motivation, influence, and conflict resolution, is the foundation of good workplace communication. Correcting misconceptions and acknowledging opposing views are two ways that effective communication fosters collaborative problem-solving, a more tranquil workplace, and conflict resolution. It also has a big effect on influence since good communicators build mutual respect and trust, empower, and lead their teams, and bring the group together behind the organization's goals. Additionally, informed and heard workers are more likely to be engaged, committed, and inspired to deliver their best job; this is why communication is so important for motivation. Effective communication methods often enhance dispute resolution, give leadership more authority, and raise morale among staff members, all of which contribute to a positive work environment.

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Appendices

Appendix A:

Personal Development Plan (PDP)

	Area	Areas to improve	goal	Specific actions needed to improve on	Support and resources you need to achieve goals	The date to be achieved by
1	Body language	Self-awareness to improve on non-verbal communication	Communication to enhance professional interactions	Take a workshop on body language & practice eye contact	Support from a mentorship or training programs	1 year
2	Communication skills	Clear & more effective interaction	Participate in a public speaking course.	Public speaking courses & workshops	Mentoring sessions	1 year
3	self-management	Productivity & efficiency	Improve self-management	Set weekly goals to track progress	Time management apps, books, coaching sessions	18 months
4	Enhanced emails communication	Clarity & professionalism of emails	Email more	Study practices for email writing	Online courses, tools like Grammarly	1 year
5	Social networking	Community engagement	Be more productive with content	Workshops & courses	Tutorials & online course	18 months
6	Stress reductions	Take time out for self-care	Having downtime to switch off	Well-being center, spa therapy	Headspace apps or meditation	Ongoing

Appendix B:

Personal Communication Questionnaire

1. Body Language

How do you rate your ability to maintain eye contact during conversations?

2. Verbal Communication

On a scale of 1 to 5, how comfortable are you with using gestures and facial expressions to enhance your verbal communication?

Can you provide an example of a situation where your body language conveyed a different message than your verbal communication?

3. Tone

How do you adapt your tone of voice when communicating with different audiences or in various situations?

4. Written Communication

When writing emails or messages, how do you ensure clarity and avoid misunderstandings?

5. Active Listening

What strategies do you use to actively listen during conversations?

6. Cultural Awareness

Have you ever encountered a miscommunication due to differences in cultural norms or language barriers? If so, how did you address it?

7. Conflict Resolution

How do you handle disagreements or conflicts in communication, both verbally and in writing?

8. Delivering Feedback

Can you describe a time when you had to deliver constructive feedback? How did you ensure it was received positively?

9. Empathy in communication

How do you describe an empathy situation showing the impact on the conversation outcome

10. Continuous Improvement

In what ways do you continue to develop and improve your communication skills, both personally and professionally?