
Effective team working and communication

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1.0 Introduction

Teamwork is collaboration with a group of people to achieve a specific goal or task. People with their individual skills cooperate with each other and provide feedback on a specific task despite their personal conflict is known as teamwork. Teamwork helps individuals to exchange knowledge and personal skills with each other, which becomes efficient for the organisation (Ghaferi and Dimick 2016). Communication is a process of transferring a message from one person to the other. Communication includes a sender, a message and a receiver. Communication between people in the workplace is very important as it defines the efficiency and productivity of an organisation (Meloncon and Frost 2015).

Clean Event provides cleaning services in the stadium along with other services entertainment, sports, and leisure. It is a UK based housekeeping service provider. It is a private limited company with a net worth of 604,308 pounds. Various departments at Clean Events communicate with each other verbally or by using other forms of communication to provide quality service. Communication plays a very important role at Clean Event. The organisers need to communicate with the clients to meet their demands. Communication between the various departments becomes mandatory in order to deliver a quality service.

2.0 Types of Communication

There are two main forms of communication, which are as follows:

- ***Verbal Communication-*** It is also known as oral communication. In easy terms, communication, which happens orally between two or more people, is called verbal communication. Verbal communication is quicker than any other form of communication. It is the most commonly used form of communication. A verbal communication can also be formal or informal. Formal communication mostly happens at a workplace through emails, memos, reports, and other kinds of written materials. Casual and unofficial form of communication is the unofficial form of communication. All the social media websites, SMS and Whatsapp are the mediums through which informal communication takes place.
- ***Non-Verbal Communication-*** This form of communication happens with the help of gestures, signs, visual and written. Expressing any kind of emotion is also known as non-verbal communication. Even shaking hands with each other is also a way of communicating non-verbally. One of the most common ways of written communication is email. Due to globalisation written form of communication can be performed in various other ways. Social Media websites and application are the most trending forms of written communication. Visual communication is also a sub-form of communication. Media and film industry are the ones, which mostly uses Visual form of communication. Pamphlets, hoardings are the ways of visual communication. Many organisations are using visual form of communication to interact with the customers.

2.1 Verbal Communication

When a specific message is communicated through the exchange of words between a sender and a receiver is called verbal communication. Written or oral are the two forms of verbal communication. Discussions, face-to-face communication, radio, interview, television, reports, and memos define oral communication. Written communication, which is a medium of verbal communication, takes place through social media, written messages on Whatsapp and Twitter. Oral communication is the most used and common form of communication. Oral communication is used in the day-to-day life of the people. Words, which come out of the mouth to communicate and emotion, are called Verbal Communication. A strong verbal communication in an individual is very important for both personal and professional life. Clean Event specialises in providing cleaning for stadiums, leisure and entertainment. Verbal communication becomes essential for Clean Event to communicate between the employees and the different departments of the organisation (Adler *et al.*, 2016). The company has served in many Olympic stadiums and public events. Tottenham Hotspur's home stadium is Clean Events' official partner.

The marketing department does all the branding and promotion for the company. It verbally communicates with the people to survey the quality of the service of the organisation. This survey, in the form of written communication, communicates with the service department to improve the quality of the work. Clean Events also provide housekeeping services to many luxury hotels. The communication between the on field service department and the manager leading them is very important. The manager needs to communicate to guide them for the kind of service they need to provide. Verbal Communication is also necessary between the employees working on field. It is not possible for a single labour to clean the whole stadium. It needs to communicate with its co-workers to provide a premium quality cleaning service.

2.2 Non-Verbal Communication

Non-Verbal communication does not involve the use of any kind of spoken words. Non-Verbal communication can be used between two individuals with the help of signs and gestures. Many people are unaware while using a non-verbal communication. Even an eye contact between two individuals is non-verbal communication. An individual learns non-verbal communication during its course of growing up from an infant. The body language of an individual the way he sits, walks is also a form of non-verbal communication. Physical contact between two individuals like a handshake or a hug is a powerful method of non-verbal communication. These kinds of gestures are communicated through a pat on the back or a hug without the use of any kind of words (Mehrabian, 2017). Non-verbal communication can also be communicated through visualising pictures of written texts.

However, verbal communication is the most used form of communication but it is not always possible in every situation. Non-Verbal communication at workplaces also takes place along with verbal. Clean Events communicates non-verbally with the clients through its emails, text messages, fax, and printouts. The surveys created by the marketing department non-verbally communicate with the service department to improve the quality of the work. The mails are the most commonly used medium of non-verbal communication. The mails guide the employees about all the clients, workplaces and the kind of service they need to provide. Faxes and text messages are the ways through which the clients give feedbacks about the service of the organisation.

3.0 Theories of Communication

Shannon-Weaver Model of Communication- It is the mother of all models. It was designed to improve technical communication (Rogers and Valente, 2017). Sender, encoder, channel, decoder, receiver and feedback are the concepts of Shannon-Weaver Model of Communication.

Berlo's Model of Communication- It is the simplest process of communication. Berlo's communication model includes SMCR, which stands for Source, Message, Channel, and Receiver (Waisbord, 2018). The source is the sender, which conducts a message through a channel to the receiver.

Schramm's Model of Communication- A message is of no use until and unless it is properly put into words and conveyed to the receiver (McQuail and Windahl, 2015). Converting a thought into content is also called encoding, which plays an important role in communication.

3.1. Shannon-Weaver Model of Communication

As per the model of communication developed by Shannon and Weaver, communication includes a sender, encoder, channel, receiver, decoder, and noise (McPhee and Poole, 2016). **Sender** is the source of information while the **encoder** is the transmitter that uses a machine to convert the message of the sender into binary data. The medium that is used to send the message is called **channel** while the **decoder** is the machine that convert the binary data into received message. **Receiver** is the destination of the communication to which the message reaches while the noise is the disturbances that hinders the receiving of the message.

As per this theory, the **brain** of a human being is the **sender** and **mouth** is the **encoder** while **air** is the **channel** and the **ear** of **another person** is the **receptor** while its **brain** is the **receiver** (Hirsch, 2016). According to this theory, the noise or disturbance can hinder the communication between two or more individual. This theory can be used by the supervisor of CleanEvent while leading its team members working in the stadium of Tottenham. There should be clear communication that can be carried out by the members if they have developed the message in their **mind** and use appropriate **encoder** that is **choice of words** while communicating with the members. The supervisor should ensure that there is not problem in receiving the message by the receivers. The hindrance or **noise** should be avoided by lessening the distance between the members who need to be communicated regularly for team collaboration at workplace.

The team members of CleanEvent while using **medium** of **telephone** or walkie-talkie for communication should regular check the functioning of the transmitters so that the message would be delivered clearly. The members should make face-to-face or **direct communication** with each other at regular intervals in a crowded place like stadium. The supervisor should deliver the messages clearly to the members so that they would get the information clearly and work accordingly.

3.2. Berlo's Model of Communication

Berlo has expanded the communication model created by Shannon and Weaver and formed the communication model of SMCR or Sender Message Channel Receiver. As per this theory, each component of the communication is affected by some factors (Rogers and Valente, 2017). For instance, the *sender* or the source of message would be affected by its *communication skill* that would in turn influence the process of communication. The pronunciation, attitude, knowledge, culture as well as values affect the process of sending of the message. The *message* that is the *content* is affected by the *structure*, *code*, and such factors. The *channels* such as the *medium of internet, telephone* as well as the *five senses* are the channels of the communication that can affect the process of sending and receiving message. The *receiver* is the person who receives the message decodes the message sent by the sender. As per this particular theory, the message or communication will be effective if the sender and receiver are at the same place of understanding. Receiver should have good listening skill to receive the message clearly (Turaga, 2016).

CleanEvent's supervisor can utilise the theory of Berlo in making effective communication with the members of team. While providing cleaning services at the stadium of Tottenham, this specific model can be used by the team members of the company for having proper communication with each other. The *supervisor* should have *good communication skill* to deliver the message clearly to the receivers. There should be a *proper structure* of the *code* or *message* so that the receivers would understand the purpose of message. The *channels* should be considered that are involved in the deliverance of the message. For instance, the *five senses* of the sender should work properly to deliver the message. The receiver should also have proper working senses as well as active listening skill to receive the message properly. In this way, the sending as well as receiving of the message would be clear that would influence communication and collaboration among members.

3.3. Schramm's Model of Communication

According to the Schramm's model of communication, it is the receiver's duty to **encode** the **message** properly to get the essence or purpose of the communication. The receiver should **understand** the intended **message** in a proper way (Kullu *et al.*, 2017). As per this model of communication, **feedback** from the **end** of the **receiver** is essential for the sender. As per the opinion of Schramm, the **culture**, experience as well as knowledge of the individual play as major role in developing communication with the members (Nicotera, 2019). In a situation, where the sender does not receive the feedback from the end of the receiver, the message of communication is ineffective as it lacks completeness. The **receiver** should **interpret** the message delivered by the sender in the **same way** as the **sender** has **delivered**.

In the context of team management as well as communication among the members of CleanEvent, the supervisor can use this theory to make efficient communication. It should motivate the team members to provide it with **feedback** for effective **communication**. On the other hand, the **receivers** or the team members should have proper **understanding** of the **message** delivered by the supervisor. In order to make this happen, the sender should **deliver** the **message clearly** by making the **receivers understand** the **purpose** of the **message**. The **receivers** should also put effort in **interpreting** the information or message delivered by the supervisor to implement them in the operations at the workplace. In this way, there would be effective interaction in the team that will influence the tasks of the working place effectively.

4.0 Conclusion

It can be summarised from the provided task that the teamwork as well as communication's importance have been discussed. The organisation selected that is CleanEvent has been described as well. The various kinds of communication such as non-verbal and verbal have been explained. The ways through which these communications are used in the workplace have been discussed. Some theories of communication such as Berlo's, Shannon and Weaver's, and Schramm's have been described to assess their use in enhancing communication among the team members of CleanEvent who are working in the stadium of Tottenham.

In-class exercises

 **Effective Team Working and Communication – Term 1**
BMSW4002
In-class exercise 2

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?
2. Do you think Mark accurately evaluated the context? Why or why not?
3. What communication factors led to the change in the chief executive officer's disposition?
4. How could Mark improve his communication skills?

1. If I was in Mark position I would have different comportment, because he didn't spoke ~~professional~~ professional with Ms Mills. ~~He~~ You could explain in more detail.

2. No, because he begin to be more comfortable and don't have good communication with Ms Mills and if I was in his situation I will not change my professional attitude and I will try to show my confidence.

3. Ms Mills is change her disposition because Mark sharing him stories about how the team would be better if money were allocated. I think the non-verbal communication was also not appropriate.

4. Mark he need to improve his communication skills about how to know the message and understand.
explain more.

Lecturer's comments: Well done for participating in the in-class exercise, You could have been more detailed in your explanations.

Lecturer's signature: Mafura Date: 23/09/19.

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Ex.2. Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

"Hi JD, my name is Mihaela and I write this email for you because I need one employee to my company who know to work in team, communication have good skills, And I see you cv, ~~is~~ I think you are great perfect man to work in my company for this job.

Thank you and I see you to the interview."

Yours sincerely,
MIHAELA BUJOR

You could have explained a bit more detailed.

Lecturer's signature: _____

Date: _____

31.07.19.

Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

Student Name: MICHAELA BUSOR Student ID: 1815906

Ex.1. Read the following passage and answer the questions.

The professor and the village people

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:
'The edifice is being consumed by a great conflagration!'
'The edifice is being consumed by a great conflagration!'

The village people looked at him and continued doing what they were doing.
'Don't you understand?' He said. 'The edifice is being consumed by a great conflagration!'
They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept. The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept.

'But Professor, why didn't you say that your house was on fire? We would have helped.'

Q1: Why didn't the village people help the Professor?

Q2: What should he have done to get them to help him?

Q3: Whose model of communication do you think can explain this situation?

Q4: Why?

Q1. Because the Professor used a ~~very~~ way of communication too developed for people who lived in the village.

Q2. He need to ~~say~~ say only "the house is on fire".

Q3. Berlo's.

Q4. Because he need to communication with words more easy for people to the village.

Lecturer's signature: _____

Mapur

Date: _____

31.07.19.



Effective Team Working and Communication – Term 1
BMSW4002
In-class exercise 2

Student Name: MICHAELA RUJOR

Student ID: 1815906

Time allocated: 1 hour.

Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

Ex.1. Read the following passage and answer the questions on the next page.

Case Study: A Day With The Chief

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms. Mills is known around the office as the "Wicked Witch of the West" because of her short and sometimes abrasive demeanour.

Mark's co-workers share "horror stories" of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation. Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills' assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit.

Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills' eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Lecturer's signature: _____

Date: _____

16/08/2019

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