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Task:

Based as much as possible on your own and/or friends' real life experience, discuss how well employers perform at communicating. Using your findings, and what you know from theory, reach some firm conclusions as to how workplace communication and performance of employers can be improved.

In this assessment I will be exploring what communication is and how it is used in the workplace both by employers and employees. I will discuss how well employers perform at communicating and also suggest ways to improve communication and performance of employees. I will be talking from my own experience. I am currently working in Marks and Spencer's.

What is communication. Communication is each act of transmitting information. Information includes thoughts, ideas and emotion. We use communication everyday in our lives inside and outside the workplace. In the workplace two forms of communication are mostly used, interpersonal and intrapersonal. Furthermore there are two types of communication, verbal and non verbal communication. Verbal communication is communication with words. This could be spoken or written. On the other hand, non verbal communication is the exchange of information through non-linguistic means. This includes things such as body language. For example, if someone is nodding their head it implies that they are agreeing to what is being said. They are communicating that they agree without using any words.

I will now discuss how well employers perform at communicating. This is very important as this communication can make the business more or less efficient. Managing employees is essential to running a successful business and the key to this is communication.

There are four types of communication methods that employers use. Firstly, employers use analytical communication. This is a very data driven type of communication. It uses numbers and fact to portray a message. This is very effective in meetings when looking at sales figures and targets. At M&S, where I work, many of the team leaders use this type of communication when discussing the targets for sales. This is very effective as it is informative and gives the employees numbers to work with and sets goals.

The second style of communication that is used in my workplace is personal communication. This is more emotional and it is used to build strong relationships. It is used to find out how people are feeling and what they are thinking and can be used to manage employees in the workplace. Personal communicators are good at listening, problem solving and soothing over conflicts. For example, at M&S the manager speaks to every employee on a one to one basis to find out if everything is ok in the workplace and if not what he can do to make it better. Furthermore, if there is a problem the manager will speak to the person directly and tell them what is wrong and try to come to a resolution with that person. This form of communication is very important in the workplace as it makes every employee feel included and makes them feel like they are important to the business. If employees are ignored they will not feel respected and will be very demotivated to work which will in turn lead to a more inefficient workforce ultimately leading to worse sales.

The third style of communication used in the workplace is intuitive communication. This is when someone gets to the point quickly without too many details leading to work getting done quickly. However, the downside is that due to the lack of instructions the process could be less efficient if they were to instead sit down and take some time to plan properly. This is also common in my workplace. Sometimes team leaders just tell the employees to do something and then change their mind which is very indecisive and can lead to less efficiency. Also, when I first started the job the manager did not really explain properly how to do something and instead it took me a lot longer to learn as I had to ask many other employees for help. Instead if he took time and explained step by step this would've made every one save time and help get things on the shop floor done quicker.

Finally the last form of communication used in the workplace is functional communication. This is the opposite of intuitive communication. This is when someone takes time to explain all the steps and go through all the points. This is good as it helps people understand everything fully , however, the downside is that people may lose interest in what they are saying due to the short attention span. Due to this there should be a balance in the workplace for most efficiency. Employers should explain as best as possible but not drag on forever as the employee might lose interest. For example, some team leaders at M&S briefly tell employees what needs to be done and if they need more help just to come and ask.

I will now discuss how workplace communication and performance of employers can be improved. There are many points which I will speak about which can be used to improve communication. Firstly, employers should be more friendly towards the employees. When someone goes in to work they want to be motivated to work and going in to work everyday with a manager that is unfriendly will demotivate them. Managers should be more personal and emotional towards staff as this will lead to happier staff leading to more efficiency in the workplace.

Also, employers should be more attentive. Listening to staff is fundamental to business success. The employees are the ones who work everyday with the customers and have a right to their opinions being heard. If they feel heard and feel like they have an impact on the business and that their opinions are valued they will be emotionally attached to the business leading to a harder working team.

Additionally, employers should be open to talk about any problems and employees should feel comfortable going to them with any problems in hand. They should then listen and try and come up with a resolution. Employers should also be open about themselves and be willing to reveal personal information. By doing this the employees will look at them as one of them instead of someone they work for and have more respect for the employer. This will encourage them to work harder.

Dominance is also important for employers. Employers cant be too passive as it may send an message that employees can do whatever they want. They should be present at all times and be dominant and help steer the whole team to success. They should take charge of social situations.

In conclusion, workplace communication and performance of employers can be improved by doing all these things mentioned above. In doing so it will create a much happier workplace leading to happier staff who are willing to work harder thus in turn leading to a more successful business. I believe in M&S , a retail business, a personal communication style is the best way to communicate with the staff as it makes everyone feel included. Also, this leads to more efficiency in the workplace as every knows what needs to be done. The employer is good at communicating with the employees however he can improve by using some of the things mentioned above such as being more open and dealing with problems in a more efficient manner.

References: