

University of Wales

Trinity Saint David

Effective Team Work and Communication

BMSW 4002

Assessment 1 – Task 1

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1.0 Introduction

Effective teamwork and communication both are vital and interrelated terms in the business organization. According to Massingham (2019), Effective teamwork can't be generated without the help of effective communication. Teamwork performance depends on the proper coordination and communication (Massingham, 2019). Therefore, team members need to know the models of communication to communicate with each other. Additionally, the team members also need to have adequate communication skills for communicating with others in an effective way. This paper develops the several models of communication those can be used as the ways of communicating among the team members. Then, it focuses the required skills for making effective communication. After that, this paper focuses an example of poor communication in my own experience. Finally, this paper mentions some suggestion for improving the poor communication.

2.0 Models of Communications

Communication can be formal or informal. Formal communication can be defined as the way of communication on the basis of formal structure or channels. This communication is more authentic and reliable than other forms of communication (Jouany and Kristin, 2020). Therefore, business organizations use this communication format. On the other hand, informal communication can be defined as the way of communication on the basis of informal structure. It is very fast way of communication but not reliable like formal communication (Jouany and Kristin, 2020). This communication can be done by oral or written method. Then, communication can be written or oral. Surbhi (2018) noted that oral communication is the way of exchanging communication though word of mouth. In case of informal communication, oral communication is used. It is not used as evidence in the future. Conversely, written communication is the way of exchanging communication though written form (Surbhi, 2018). Most of the formal communication is done by written way. It is used as evidence in the future. Next, communication can be internal or external. According to Surbhi (2017), Internal Communication occurs among the internal parties of an organization. It is applied for both formal and informal way of communication. This communication is useful for sharing business units and departments. The main participants are employees and management body. Mainly, it flows inside the organization. External communication occurs between an organization and the outside parties. It is applied for formal way of communication (Surbhi, 2017). This communication is useful for creating business relationship with others. The main participants are customers, shareholders, investors, clients, general public, suppliers, and creditors. Mainly, it flows outside the organization.

2.1 Shannon-Weaver Model of Communication

Jordan (2018) stated that Shannon-Weaver Model of Communication model indicates the one and linear process of communication. The way of this communication is presented on the below figure:

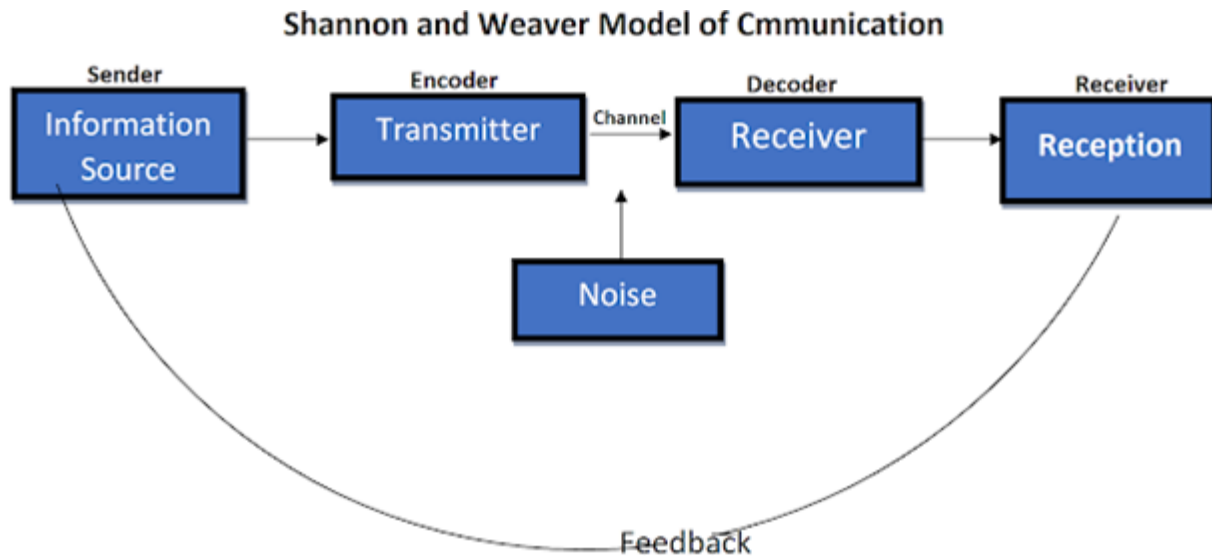


Diagram: Shannon-Weaver Model of Communication Source: Jordan (2018)

In this communication, sender encodes the message and transfers the message to the receiver by using channel for coding (Jordan, 2018). It is a simple method of communication. This model is useful for the computer-mediated communication. Noise is the cause of the breakdown of this communication (Jordan, 2018).

2.2 Berlo's Model of Communication

This model discloses that there are three parts of communication that are speaker, subject, and listener. According to this model, listener determines the meaning of messages. However, source or sender of messages is influenced by a number of factors that are communication skills, attitudes, knowledge, social system and culture. Then, this model discloses that messages can be sent through different ways like speech, text, and video, and messages can be influenced by elements, content, code and structure. Then, the message can be passed through five key channels that are seeing, hearing, touching, smelling, and tasting. The receiver decodes the message and determines its meaning that can be influenced by communication skills, attitudes, knowledge, social system, and culture (Bovee, 2016).

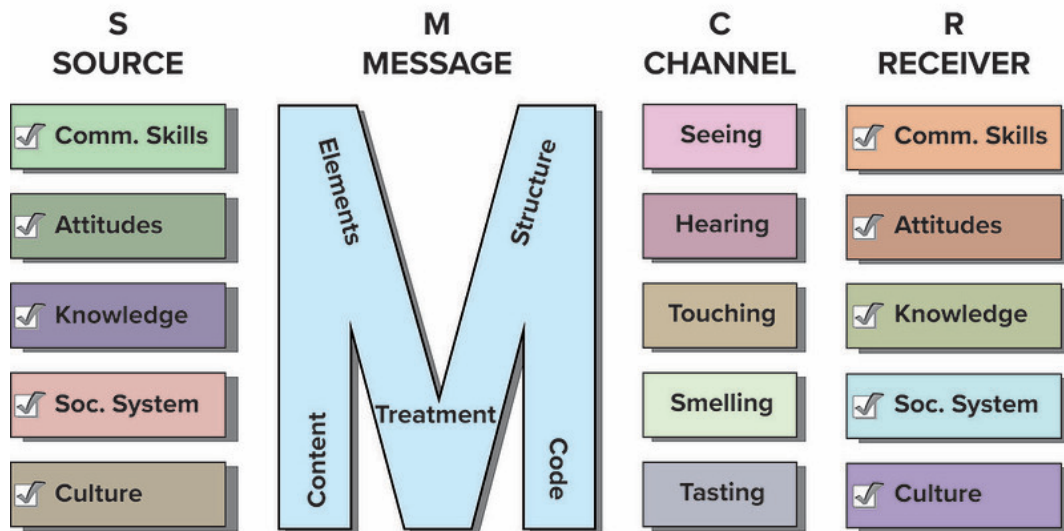


Figure: Berlo's Model of Communication

Source: Bovee (2016)

2.3 Schramm's Model of Communication

This model of communication is also known as circular model of communication. This model discloses that messages go in two directions. After decoding a message it can be encoded and sent back to the sender. This means the message can continue encode and decode into a cycle. In other ways, this model indicates that communication is not liner but circular. Additionally, communication is equal and reciprocal. Thirdly, communicating includes interpreting, decoding and encoding. Fourthly, message in a communication is based on interpretation. This model describes that feedback is cyclical and communication is complex that depends on interpretation. This model also focuses that communication needs active communicators and active interpreting of messages (McLean, 2017)

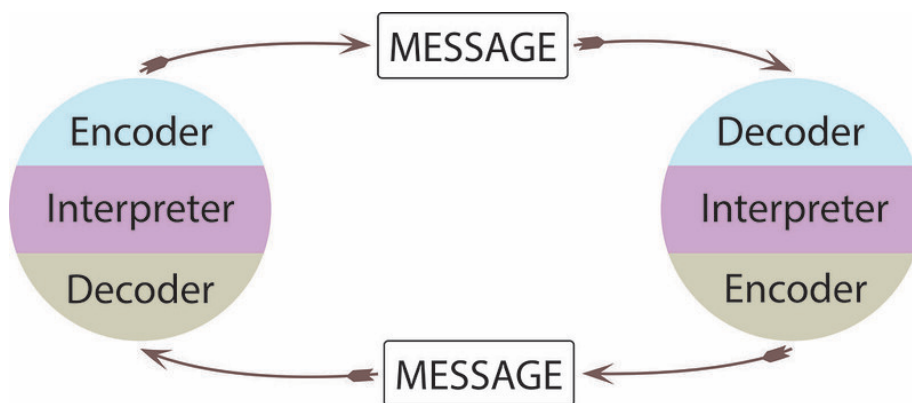


Figure: Schramm's Model of Communication

Source: McLean (2017)

2.4 Leadership Roles by Harsey and Blanchard

According to this two professors P. Harsey and K. Blanchard the best leadership situation doesn't exist, the best lidership situation depends on the circumstances The best strategies for analysing existing leadership skills, as well as support and counselling, will help improve effective leadership. Situational leadership occurs when an individual is able to easily respond to a changing environment such that everyone benefits in the end. Someone who is new in their career, for example, cannot have the expertise or confidence to complete a mission.

Simply put, a leader's strategy can be adjusted based on:

1. The people they are in need of.
2. 2. The task's specific circumstances

The Situational Leadership Theory distinguishes four different leadership styles (S) and four different maturity thresholds (M) that characterise team members.

The 4 Leadership styles are:

- S1. *Telling*
- S2. *Selling*
- S3. *Participating*
- S4. *Delegating*.

In addition to those four leadership models, the Hersey Blanchard Situational Leadership Theory has four intelligence stages that characterize the team members.



(Source: Image by Penn State University)

3.0 Communication Skills

3.1 Importance of communication skills

Communication is the pattern of communicating with others. The effective communication depends on the skills of the receiver and sender. Keller (2019) noted that the communication skills have greater influence on the effective communication. The importance of communication skills is presented on the following diagram:



Diagram: Importance of communication skills Source: Keller (2019)

Better response from all stakeholders: Effective communication skills are needed to collect better response from the all stakeholders of communication process (Keller, 2019). Without communication skills, it is not possible to engage all stakeholders in communication channel.

Quick in problem solving: Communication skills are also important for making connection with different parties to solve the critical problems of the organization (Keller, 2019).

Strong decision making: Decision making power also depends on the effective communication skills (Keller, 2019). The decision maker needs to communicate with different departments and stakeholders to form an effective decision for the organization.

More productivity: Effective communication skills create a strong connection among the team members by which the productivity of every team member can be increased.

Work consistency: Communication skills are also required maintaining work consistency because every team member connects with each other and knows the ultimate requirements for running the work continuously.

Strong business relation: Communication skills have significant importance on the strong business relation among the business holders (Keller, 2019). The strong business relation brings positive impact on the business profits and performance.

Better control: Effective communication skills ensure better communication among the managers and employees by which managers can easily control the all functions of the business firm.

Advance professional image: Communication skills are also suitable for increasing professional image of the team members (Keller, 2019). The better communication leads to better relationship by which the professional image can be increased.

3.2 Key communication skills

The main communication skills are described below:

Active listening: Active listening is the basic and first skill of communication because without listening, it is impossible to create an effective communication (Hitesh, 2019). Both the sender and receiver have to listen the message carefully and then give the feedback.

Body language: Hitesh (2019) also noted that body language is also important for making effective communication. The wrong body language breakdowns the communication. Therefore, both the sender and receiver need to use proper body language for making effective communication.

Emotional intelligence: Emotional intelligence is also another important skill of communication. Without the emotional intelligence, the communication can't be effective (Hitesh, 2019). The sender and receiver should maintain their emotion to ensure effective communication.

Clarity: Clarity is also needed for making effective communication (Hitesh, 2019). Therefore, both the sender and receiver need to use clear message between them for making effective communication.

Small talk: Large talk creates problem in understanding the ultimate message (Jouany and Kristin, 2020). Therefore, both the sender and receiver should use small talk at the time of communication.

Respect: Without respect, the communication is not fruitful as well as effective (Jouany and Kristin, 2020). Enough respect must be provided to the both sender and receiver between them at the time of communication.

Feedback: Feedback is compulsory for a communication. No feedback, no communication (Jouany and Kristin, 2020). Therefore, the receiver of message needs to give adequate feedback to the sender for making an effective communication.

4.0 Example of poor communication in your own or your friends workplace

Keller (2019) noted that poor communication is created for several barriers and improper maintenance of communication principles. I have also faced the poor communication in my workplace. I have performed as my role as a team leader in a team. One day, I had made the plans and distributed to the team members through oral method. My guidelines were too board and very difficult to understand. In addition, due to high sound and noise in the workplace, some of the team members did not understand my message. Another miscommunication was that, they were not asking me any question although they did not understand my message. When, I evaluated the performance of the team members, I had found the quality of some of the team members were not good. They did not perform like my guidelines. They did not put their effort in the task because they did not communicate with me in right time. For this reason, the ultimate outcomes were not generated.

This poor communication has negative effect on the outcome of the team members' performance (Keller, 2019). I have also understood the necessity of the effective communication. Due to this poor communication, the quality of the outcomes was also decreased that hampers the attainment of team goals. Therefore, the principles and communication skills have significant importance for mitigating the poor communication. The poor communication is not suitable for the team members as well as the business organization. I have acquired different experiences from this poor communication in the teamwork.

5.0 Suggest how the above discussed poor communication can be improved

Jordan (2018) stated that poor communication indicates the ineffective communication that can be occurred for several barriers and lack of communication principles. It has noticed that, the above poor communication was occurred due to excess talks and the noise. Therefore, 7'C model is very suitable for removing the poor communication. Firstly, the message should be clear by which the receiver can understand the message clearly. Then, the message of the team leader should contain correct language by which the team members can easily understand the message. The message should be completed enough and the message should be contained total information by which team members can understand the message clearly. Additionally, the message should be contained all the factual information by which team members can understand

the message clearly. Due to excess information, the above communication was ineffective. Therefore, team leader should concise the message by which receiver can understand the message clearly and save the time of listening or reading the message. The effective communication also depends on the consideration. Therefore, the leader should consider the backgrounds, knowledge, and mindset of the team members for sending the guidelines. The team leader should use written way of communication by which noise can't be created problem in effective communication.

6.0 Conclusion

In summary, effective teamwork depends on the effective communication. Additionally, teamwork performance also depends on the proper coordination and communication. Adequate communication skills are needed for communicating with others in an effective way. Therefore, this report firstly described the several models and theories of communication and how can be used as the ways of communicating among the team members. Then, it described the required skills for making effective communication. After that, this paper focused an example of poor communication and suggested some suggestions for improving the poor communication but most important thing and above all it emphasizes the importance of communication in the workplace between work colleagues to perform a best environment.

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