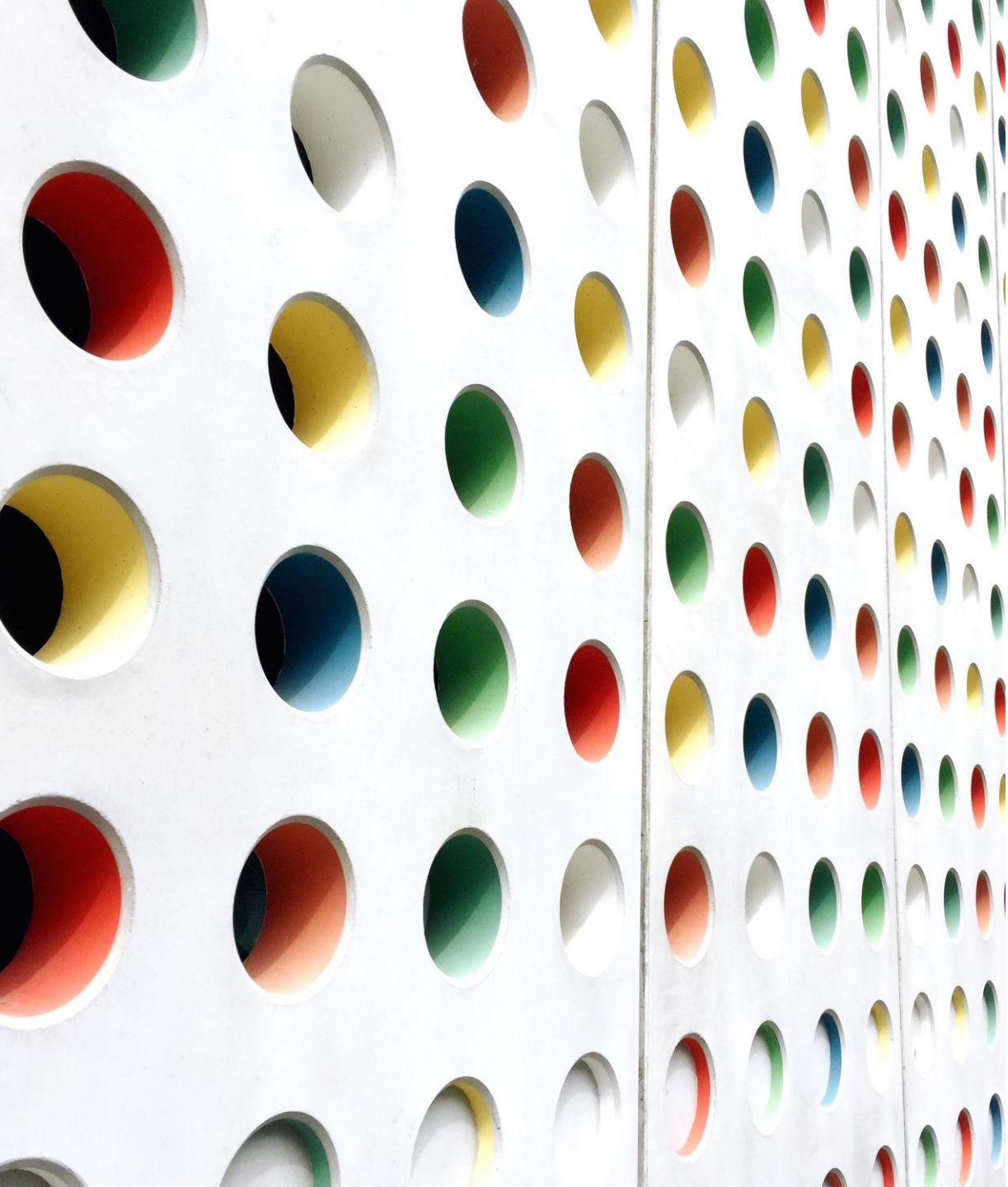




Strategies for Effective communication in a Business Setting

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BRIEF OVERVIEW

Amazon a global e-commerce giant, founded by Jeff Bezos in 1995 has tasked Tom Jackson to take charge of an ambitious project, aimed to foster fast and reliable delivery services across Europe. However, conflict and disagreement have surfaced within the team due to differences and lack of an effective channel of communication.

In this presentation, we shall examine the strategies to use in improving communication within the project team members to further help Tom establish the most appropriate communication strategy for his team, and how he can overcome barriers that may come his way.

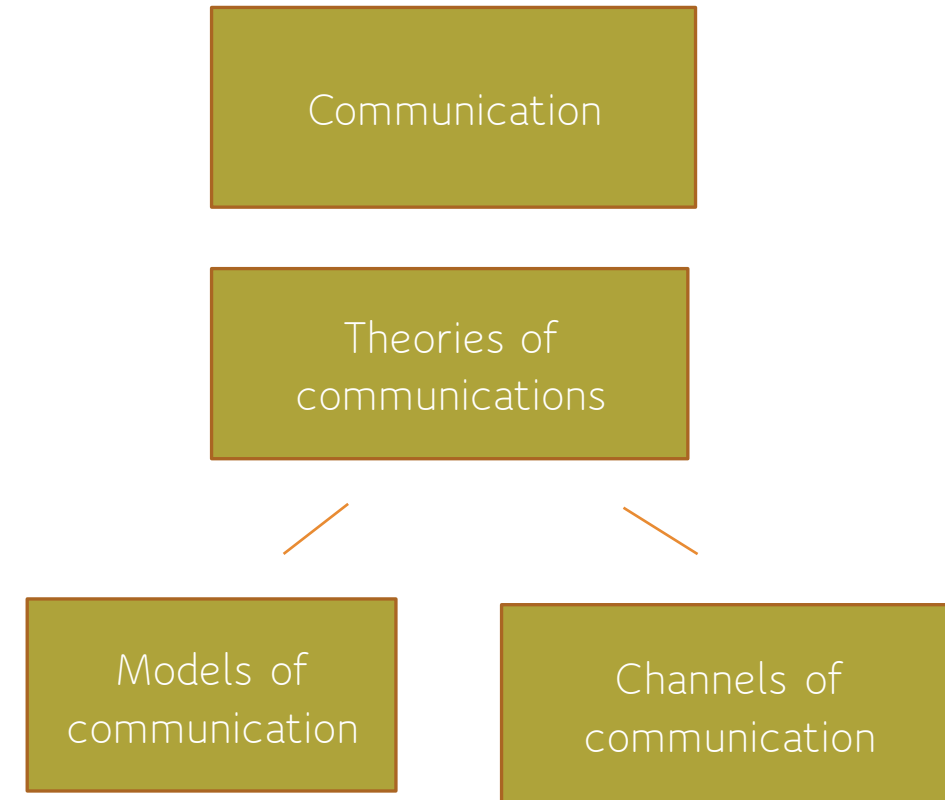
Introduction

“Communication is defined as the exchange of information between two or more parties.”

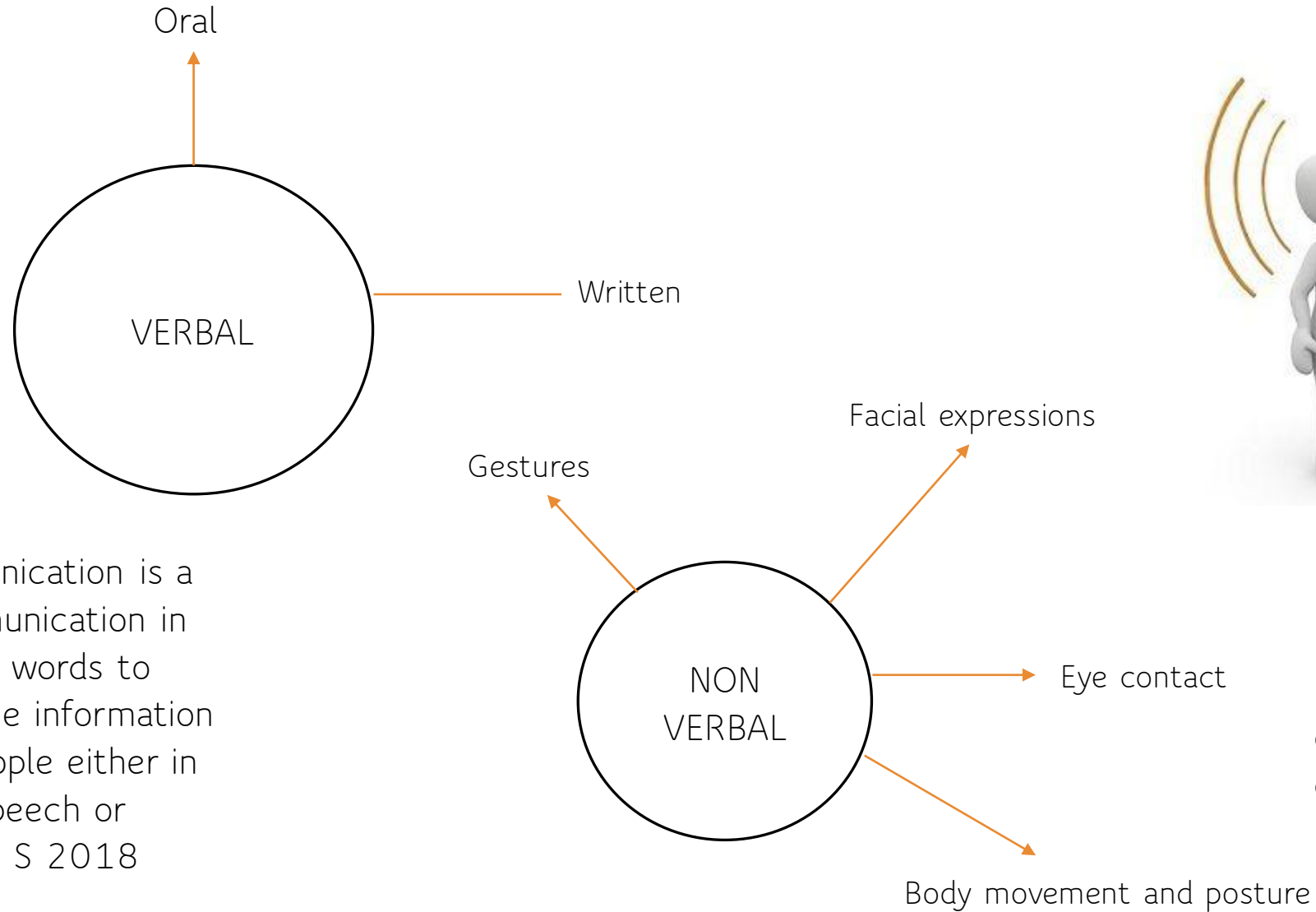
When team members can communicate, they can collaborate; good communication is essential for improving teamwork and teambuilding. Employees who understand each other's communication styles can collaborate more effectively and reduce the risk of misunderstandings or conflict.

There are a variety of ways to improve communication in teams. The slides will examine the models and channels that can be used by Tom to improve communication.

We will also share our recommendations on what we think is the best model of communication for this project.



VERBAL & NON-VERBAL COMMUNICATION



Verbal communication is a form of communication in which you use words to interchange the information with other people either in the form of speech or writing. Surbhi S 2018



Nonverbal communication does not use words for communicating

What is effective communication?

(CLIMB 2019) Describes effective communication as “knowing how to listen attentively. It’s the ability to offer empathy, open-mindedness, and helpful feedback based on what you hear.”

It is however very easy for information to be ineffective. This happens when messages may be received but not understood, therefore leaving the recipient confused and the message not acted upon. This is an example of poor communication and is noted as a communication barrier.

Example of effective communication

"Having a job that is majorly based on excellent customer service and customer satisfaction, means I most integrate effective communication on a daily basis. With everyone, from my colleagues to my clients. My personal strategy is simple!"

Esther

- I start by speaking clearly with an even tone (Not too relaxed not too firm)
- Maintaining eye contact in order to keep the focus of whom I speak with
- A relaxed and direct body language that emphasises my interest in the conversation
- And lastly, a smile. The most effective non verbal communication there is!



THE BENEFITS OF EFFECTIVE COMMUNICATION

“Actively listening and embracing different points of views”

**BUILDS
TRUST**

“Listening carefully and offering quality feedback to his team will make them feel heard and understood. This in turn nurtures respect”

**BETTER
RELATIONSHIP
S**

“By making sure all parties are heard, in order to find a solution that is ideal for everyone involved”

**PREVENTS &
RESOLVES
PROBLEMS**

“Tom’s team will be more likely to be interested in their work and grasp their roles and responsibilities, through clear expectations and objectives”

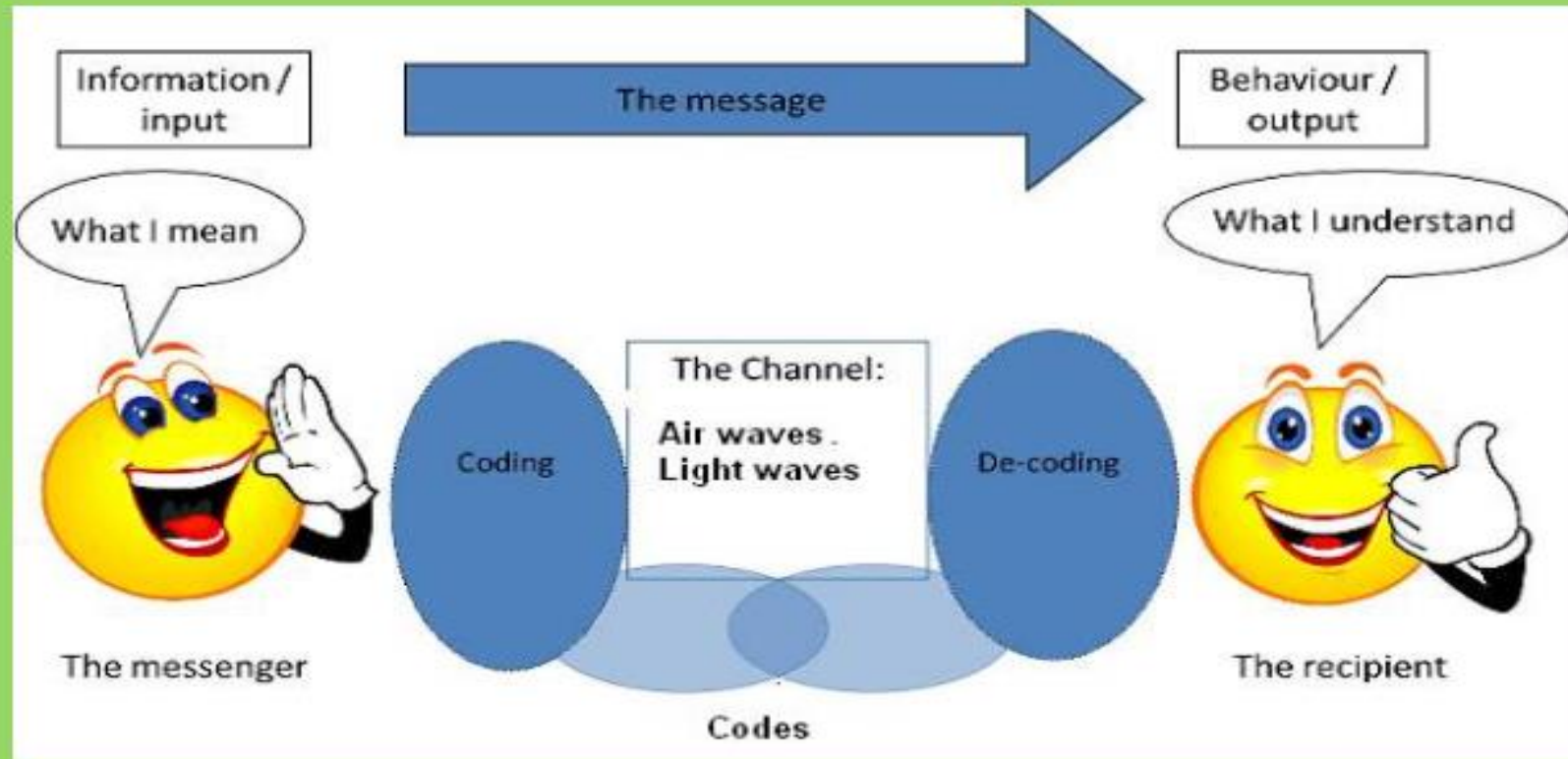
**IMPROVED
PRODUCTIVITY
&
ENGAGEMENT**

How does this benefit amazon

Effective communication in the workplace is an integral part of an efficient and successful business. The main benefit to Amazon is increased productivity, which in turn generates higher profit for the company.

This is possible through team motivation and well-communicated and shared goals. Indeed editorial (2021) acknowledges this as "it ensures everyone understands their jobs and obligations, helps establish strong client and employee connections, and keeps people motivated and productive."

Communication Models



Shannon-Weaver model of communication

Components

Source of information: Generates messages

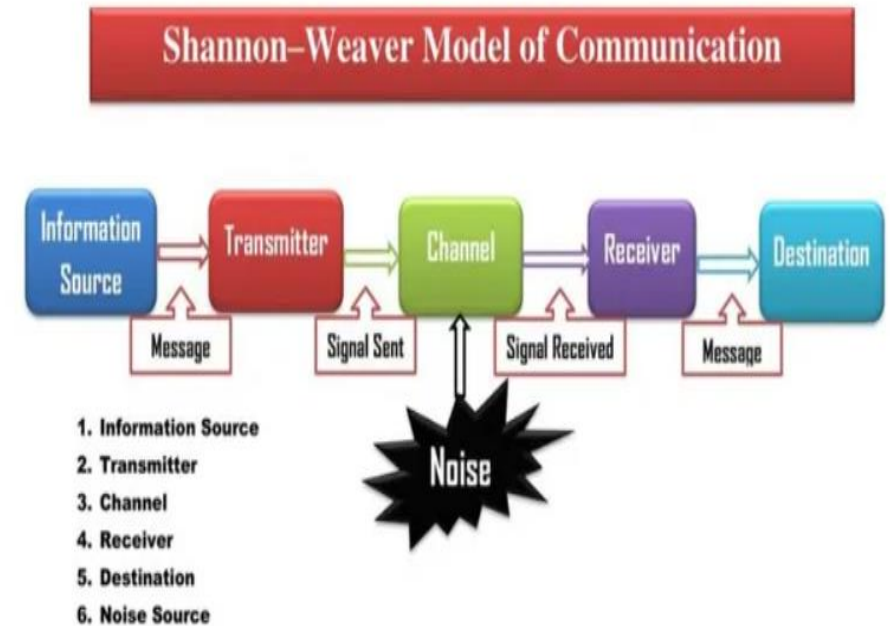
Transmitter: Creates signals from the message through encoding process

Channel: The medium over which signals are transmitted.

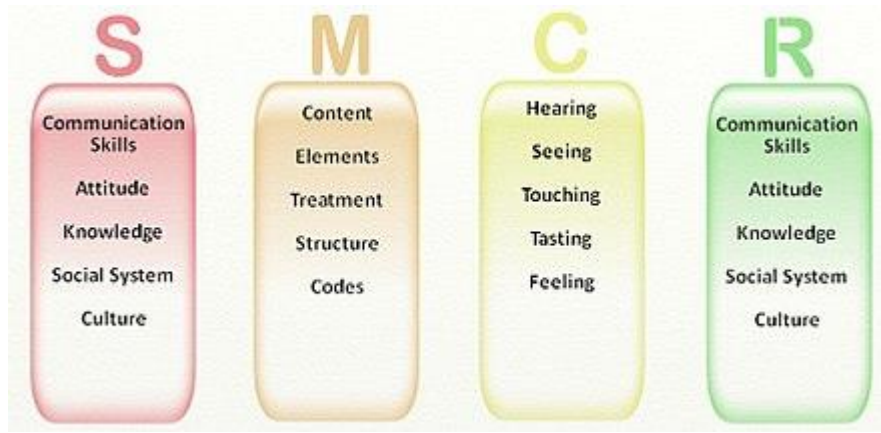
Receiver: "Decodes" (reconstructs) the message received from the signal

Destination: The place the message is delivered

Noise: This component, is a dysfunctional factor. It is the disruption to the message's path through the medium that could cause the signal received to deviate from the signal sent.



Berlo's model of communication

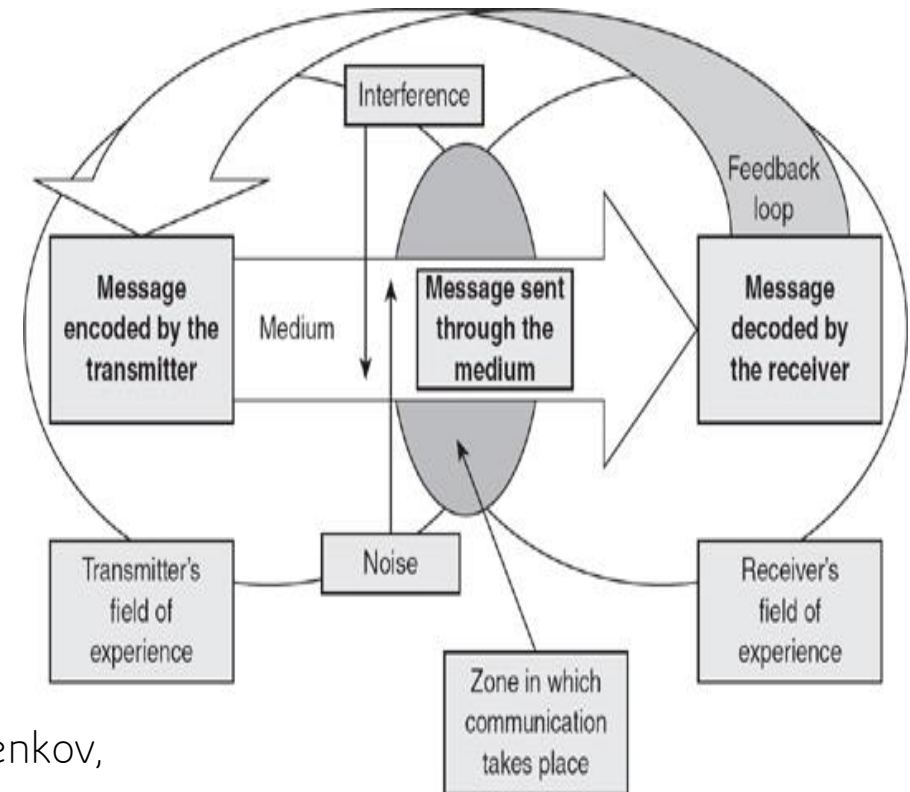


Muyanga and Phiri, 2020

- Postulates the Sender-Message-Channel-Receiver (SMCR) model of communication.
- The factors that affect communication are described at every stage
- The model emphasizes encoding and decoding
- The 4 components that affect communication are sender, message, channels and receiver.
- As indicated, each component is influenced by several factors

Schramm's interactive model

- The model puts more emphasis on encoding and decoding of the message
- The model envisions communication as a 2-way circular communication between the source and receiver
- The model expands more on Shannon-Weaver communication model.



Rubtcova and Pavenkov,
2021

Tom should use the Schramm's Interactive and Berlo's SMCR model for the Amazon Project

- Berlo's model: The factors that affect communication are described at every stage
- Suitable for Tom's project due to different time zone, culture, social system and attitude
- Schramm's model covers the feedback loops missing from Berlo's
- Schramm's model envisions communication as a 2-way circular communication between the source and receiver.
- Shannon – Weaver and Berlo's model both a one - way communication model



Vdovin, 2022.

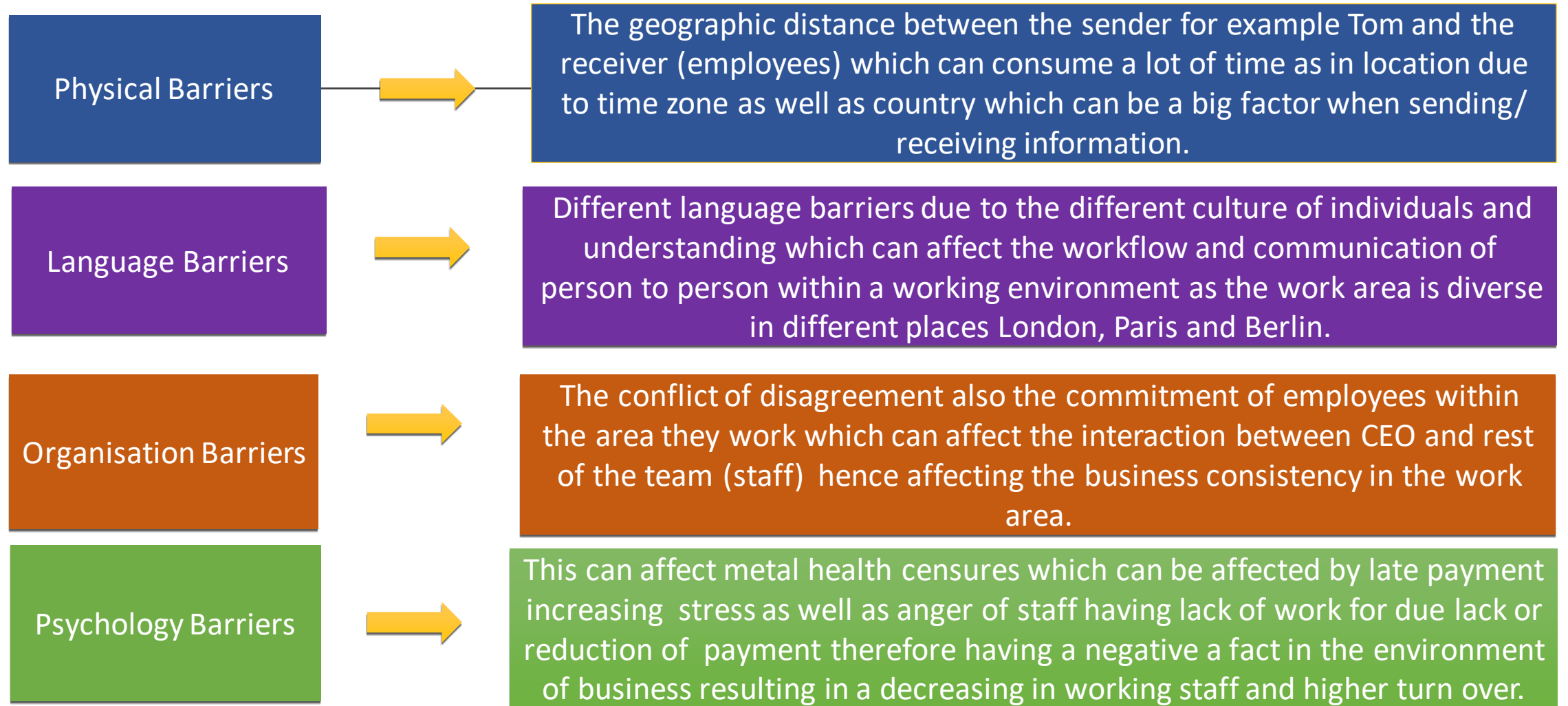
What are the barriers of communication in project management?

Communication barriers can be defined as the aspect or condition that interfere with effective exchange of ideas or thoughts.

(Bechnk, 2019) This tells us about different types of barriers in communication such as:

- ❖ Emotional barriers
- ❖ Language barriers
- ❖ Physical barriers
- ❖ Hybrid work barriers
- ❖ Technological barriers
- ❖ Organization structure
- ❖ Lack of trust
- ❖ Information overload
- ❖ Cultural differences
- ❖ Psychological

How communication Barriers Affect Amazon in Project Management



How Amazon can solve the communication barriers

IV. Overcoming the barriers of effective communication



What is channel of communication:

It is the flow of information with the other people within the organization.

IMPORTANCE OF CHANNEL RICHNESS

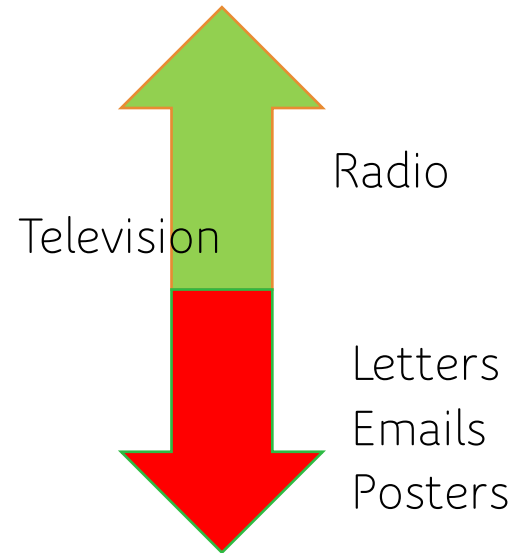
Lendle – Daft model of information richness

Video Conferencing

hierarchy (daft and Lengel, 1986)

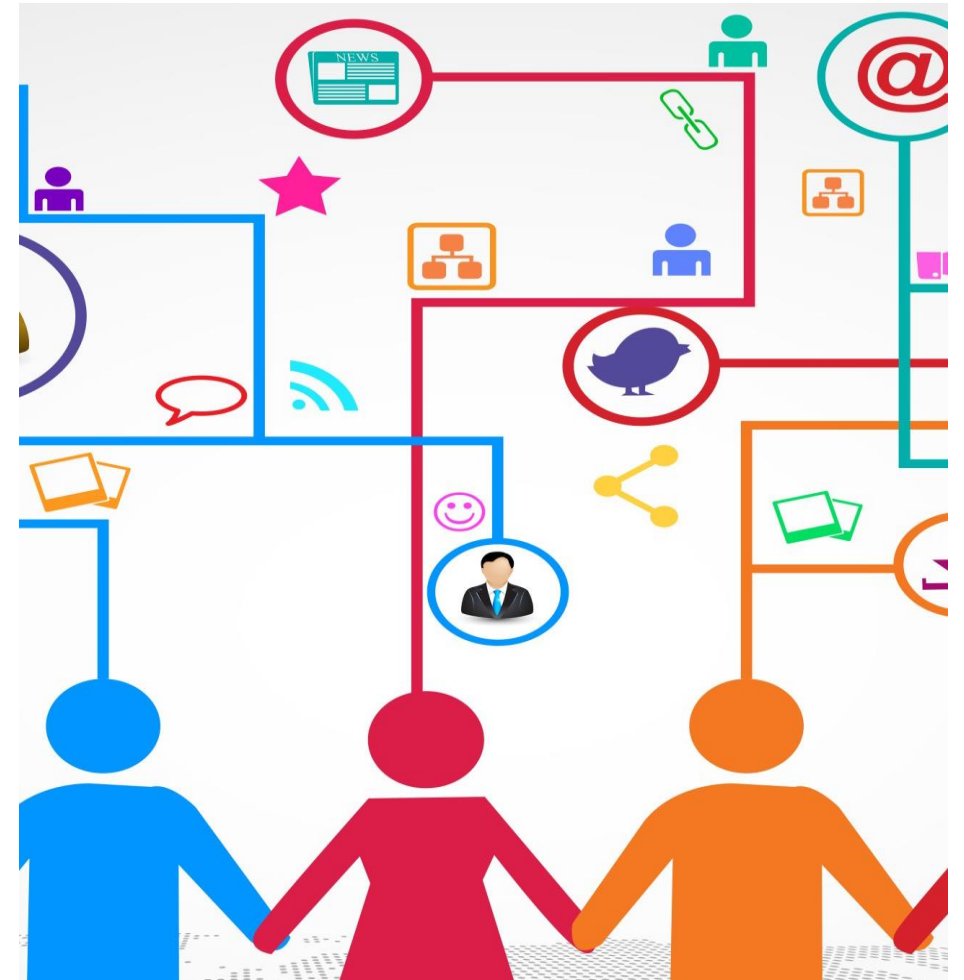
Weaker

Richer



Channels to be used by tom to improve communication

- Using social networking within the staff.
- Using a device for staff whilst working(Philips, 2020)
- Omni-channel marketing (Akter,Hossain and Strong,2021)
- Connecting internally by using electronic mail.



Conclusion

To conclude we were able to expand on our research after carefully reading the case study, we found out that it is crucial to know how to

- Communicate effectively

As it builds trust and ultimately prevents & resolves problems.

We were also able to review different models of communication

In addition, in depth discussed the barriers of communication, which in this very case we saw that one of the key barriers was:

- Physical barriers
- Language barriers

Therefore, to summarise, the channels of communication that we recommend are emails and scheduled video call meetings because we are aware of the various locations mentioned, which are China, Birmingham, and Brazil, which all have different time zones and these channels of communication will make it more convenient for them to communicate. (Podium, 2022)

- A significant number can be on a video call from anywhere in the world, allowing information to flow quickly to anyone who needs it.

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Teamwork Evaluation	Team responses.
Who was in your team?	Andrew Tolise - 2129056 Sarah N'guessan - 2127140 Esther Akpanmkpuk - 2108030 Marie Mudijike - 2126589 Nimra Malik - 2123954
What were the key strengths of your team?	Decision making: We were able to communicate swiftly as a group to decide the best way of contact. Good decision making of roles and questions each team member would have. Team members displayed knowledge and understanding of their questions
What were the challenges that you overcame as a team?	Being able to all agree on the best structure of the presentation Having sufficient information for each question without overdoing the text Deciding on the two different slides that were produced Overcoming the pressure
What would you do differently if you worked as a team again?	Communicate our differences and acknowledge everyone's views. Making sure team members stick with agreements made by the team. Timely acknowledgment and involvement of team members in all steps of the process.
How would you rate your team working? Out of 10?	7