



Presentation-Strategies for effective communication in a business setting

BMSW4002 Effective Teamworking and Communication

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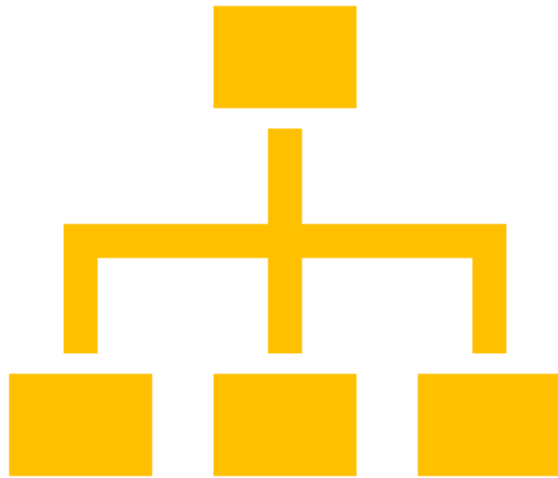
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Introduction

- Microsoft is an international Company with 40 years of success in the UK.
- In this presentation Microsoft will be analysed regarding communication methods and look for improvement by using research.
- In order to do that, this presentation will contain the benefits of effective communication; Models of communication; Barriers and Channels applied to Microsoft. *(Microsoft, 2022)*



The benefits of effective communication for Microsoft business process

The key of an successful business it will be always the communication, and that is because an effective communication can bring a lot of benefits to the organization like:

- Build teams strong relationships in the organization
- Increase the organization Productivity
- Increase job satisfaction and employee loyalty

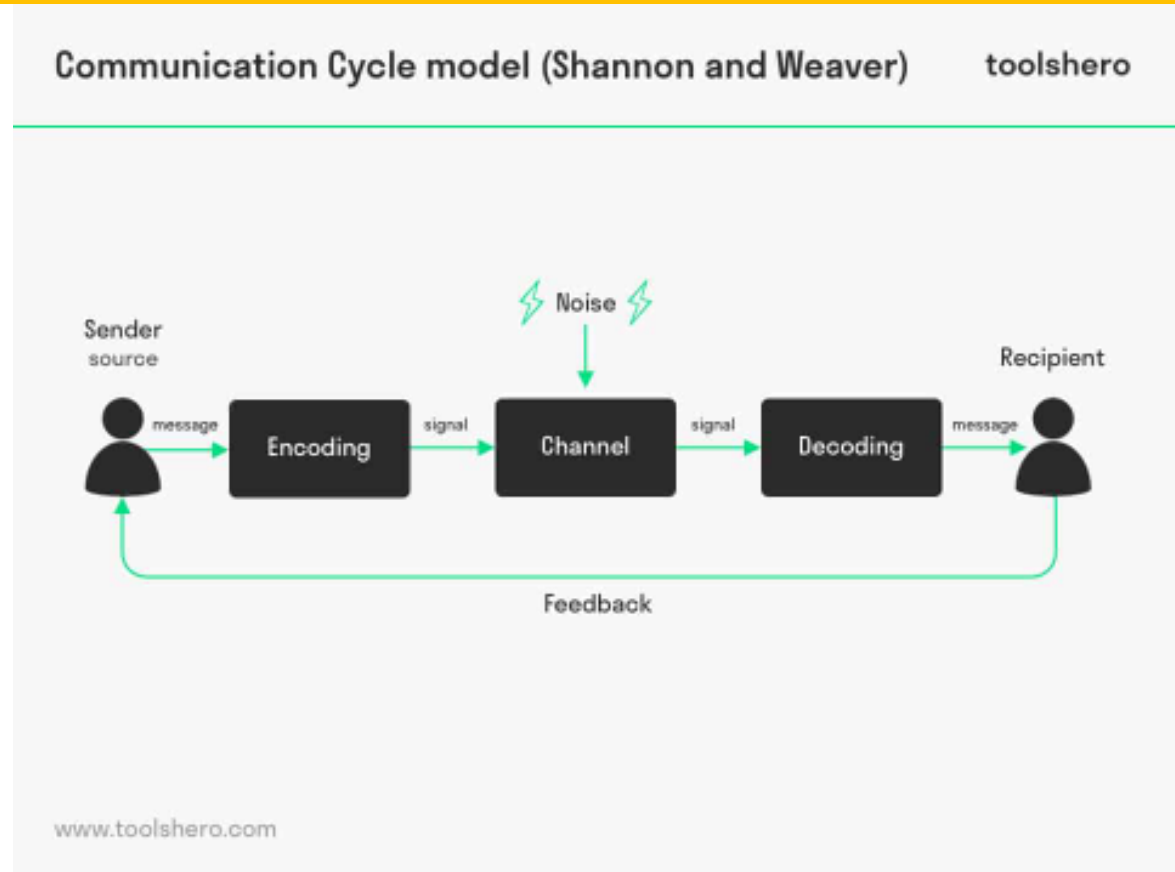
(IOS Press, 2017)

Microsoft Model of Communication

- Microsoft not only understand the organizations needs for communication, but from research we could find an suitable model for the company:

-Shannon and Weaver Model

(Al-Fedaghi, 2012)



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- The Shannon and Weaver Model explain that : for an effective communication is needed a minimum two people, one to send a message, and one to received, after the message is received the sender need to replay with a feedback regarding the sender message in order to avoid any communication barriers. *(Al-Fedaghi, 2012)*

Communication Barriers with external stakeholders

- Continuing with the Shannon and Weaver model, they implement the feedback in the model in order to avoid any communication barriers.
- For example a Microsoft employee and a customer (external stake holder) communicate with each other, but the background was too noise to understand each other.
- The background noise in this case is the communication barrier.
- And now the Microsoft Employee to be sure that the customer had receive all the information, will ask him for feedback.
- Also been an international organization there can exist other barriers too like:

Language barrier

Not a suitable channel for the conversation type

(Lunenburg, 2010)

Microsoft Communication Channels



- The communication channels are the platform/ place where the communication have action.

For e better understanding, in Microsoft Organization there can be channels such as :

Written communication- Email

Verbal communication: Phone Calls

Face to face – meetings

Technological : Spike, Video conference.

(Dobos, 1992)



Channels Recommendations for Microsoft in communication

- In order to avoid communication barriers, sometimes there is not enough the feedback to break that barrier. And Microsoft to avoid internal and external organization communication barriers they can:
- Choose a quite room for meetings
- Make sure that there is using a proper email platform and the email is clear

(Dobos, 1992)

Conclusion

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Microsoft know how important is for an organization to have an effective communication and that is one of the reasons the company create online platforms such as Microsoft Teams and Outlook in order to increase the safety of an communication platform.

But same as any other organizations, every company need to make sure that they by they the employees are developing they communication skills and other skills.

Teamwork Evaluation

Teamwork Evaluation	Team Responses
Who was in your team?	Sanda Eugen Bogdan, Visan Elena Bianca And Baltaret Nicoleta
What were the key strengths of your team?	Good teamwork and coordination skills
What where the challenges that you overcome as team?	Having different working time schedules we need to make sure to find the right time for all the team members to participate and discus regarding the presentation
What would you different if you worked as a team again?	We will try to be better then las time and develop our skills more
How would you rate your team working? Out of 10?	9 And that is because we know we could do better

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