

MANAGEMENT COMMUNICATION BMSK4013

WORK BASE REPORT ON COMMUNICATION PERFORMANCE

BY WINTA OMER ID-2238482



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**University of Wales Trinity Saint David
Swansea Business Campus**

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1.0 Introduction

The act of sharing knowledge with another person to develop a mutual understanding is referred to as communication as argued by Keiling (Keiling, 2023). It is a task that people do daily.

From the minute we get up and switch on the television, read the newspaper, pass billboards on the way to work, and listen to train announcements, we are surrounded by communication.

The process of conveying information using the interchange of ideas, messages, or other information, such as through speech, pictures, signals, writing, or behaviour, is referred to as communication.

This report will outline the importance of communication in the workplace and provide the cycle for effective communication management in the workplace.

Additionally, it will assess the effectiveness of a range of verbal and written communication methods with one of the areas in the organisation.

Furthermore, the report will evaluate theories of motivation in an organisation but also the principal factors able to affect performance and motivation within the organisation. Moreover, its implementation and development of an appropriate criterion of evaluation for effective communication.

In addition, feedback will be collected and analysed on my own verbal and written communication skills by also evaluating my own communication skills as a manager to identify strengths and areas for improvement followed by a Personal Development Plan.

Finally, a conclusion will be drawn to demonstrate the ability and the improvement that can be made for effective and efficient communication.

2.0 Communication Cycle for an effective communication management

The success of every business depends on good and efficient communication. It is crucial for establishing and maintaining interpersonal and professional connections with colleagues, service providers, and clients.

The Communication Cycle is a highly useful method for analysing what goes into good communication. It could be used to examine your communication to determine what works well and what needs to be improved.

For example:

- You may say more clearly that your communication has a definite, pertinent goal.
- The format, which includes the language, layout, style, and tone, among other elements, is suitable for the message and is simple enough for the recipient to understand.
- The message is effective and timely transmitted.
- You have an appropriate method for determining whether the intended recipient or audience has heard the message.
- That you make sure the message is decoded, read, and understood as intended.

For a company to fulfil its mission and achieve its goals and objectives, effective communication is a key component. Strong communication skills are important for managers and leaders because they enable them to carry out their duties and responsibilities for the expansion and success of the company.

2.1 Stages of Communication Process

The act of communicating is the display of information or a message from the sender through a chosen channel to the recipient while overcoming obstacles that slow it down.

Communication processes are classified into eight categories: sender, message, encoding, channel, receiver, decoding, feedback, and noise.

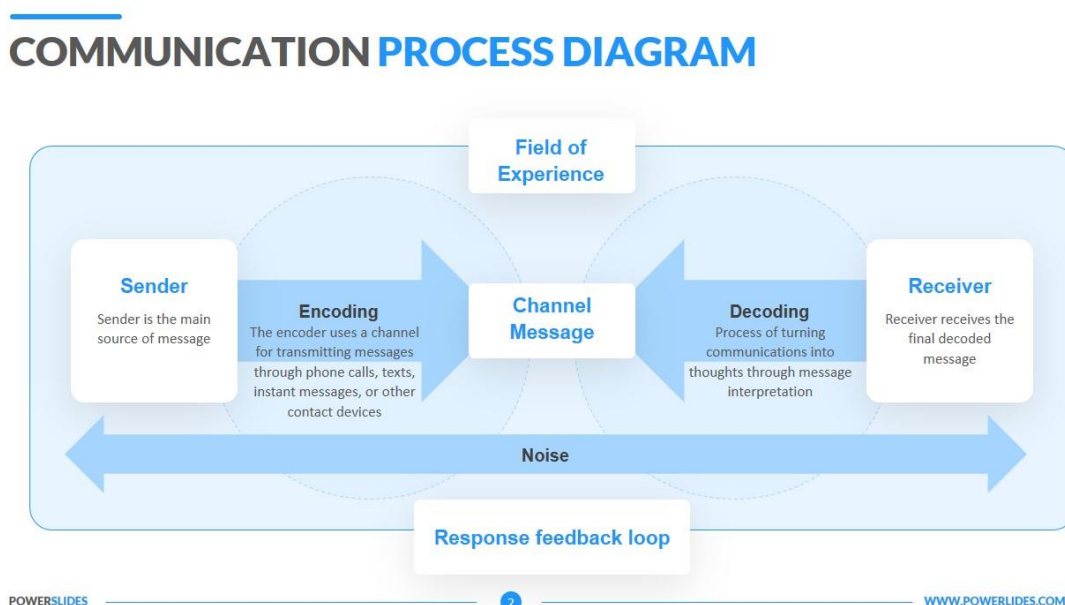
The individual who starts the conversation and has formulated the idea that he wants to express to others is the sender or communicator. The sender receives the message he intended to transmit after the encoding is complete. The message may be sent orally, in writing, symbolically, or nonverbally through body language, silence, visual cues, auditory cues, or any other means that prompts a receiver to react. The Sender selects the channel through which he wants to reach the recipient with his message. To ensure that the recipient understands the message effectively, it must be properly chosen.

The recipient and sender's interpersonal interactions, as well as the urgency of the message being communicated, influence the media that is chosen.

The individual for whom the message is intended or aimed is known as the recipient. To achieve the goal of communication, he makes every effort to understand it.

The feedback stage verifies that the message has been received and understood by the recipient in the manner intended by the sender. As the sender can gauge the success of his message, it improves communication effectiveness. The receiver's response may be verbal or nonverbal. The figure below illustrates.

The following graphic shows how communication works.



2.2 Importance of selecting an appropriate tone, language, and level of formality in management communications

An organisation needs effective communication because it adopts a culture of mutual respect between the management and the employees. Also, it helps to increase employee productivity.

Communication methods among managers vary. Choosing the right language, tone, and level of formality is just one of the numerous styles available. To increase the likelihood that your team will agree with or accept the message, managers should always speak in a polite and professional tone while using language that conveys confidence and strength.

However, to ensure that your staff members feel at ease and connected to you, you must avoid being arrogant. Managers must use suitable language in the office to maintain their professionalism. It is critical to avoid using slang, poor grammar, and careless, discriminatory, or insulting language.

As a manager, you should also be a confident or assertive communicator so that you can deal with issues without offending or insulting others and effectively express views and sentiments in a clear and considerate manner. Being an assertive communicator, maintaining composure, exercising self-control, and actively listening is correspondingly vital. In addition, assertiveness includes the ability to express oneself directly and honestly without disrespecting or dishonouring another person (Maund, A. et Al. 2017, p.55).

The written word, or using the right language tone, is a significant aspect of communicating the wanted message and of reaching the goal of the document. It will help the reader to engage with what the message is planned for when writing letters, memos, reports, and other instructional documentation.

2.3 Evaluation of theories of motivation relevant to the workplace

There are various motivation theories in management, all of which aim to shed light on what inspires or drives an individual at work. Any business' success depends heavily on its ability to motivate its employees. But because humans are inherently diverse from one another,

not everyone will react the same way to a given circumstance or setting. Organisations must comprehend not only the various traits that make up their workplace but also the motivations behind each individual.

According to this report, three well-known theories that provide an intriguing perspective on what drives various people are discussed and will be given examples: Maslow's Hierarchy of Needs, McClelland's Theory of Three Needs, and Herzberg's Theory of Motivation.

2.3.1 Maslow's Hierarchy of Needs

Humans, by this Abraham H. Maslow-developed idea, have a hierarchy of needs that they progress through as each is met before moving on to the next. He has identified five needs as follows:

1. Physical: The most basic need is for food, clothing, and shelter. These requirements are strongly related to an individual's pay. People are primarily working for these basic needs.
2. Security: the desire for safety. This might be expressed in the workplace as a need for a safe working environment or even a sense of job security. People always like to have long-term contracts, so they feel secure and safe.
3. Social: the desire to fit in with a group. As a sociable species, humans will try to form groups and desire to feel appreciated by such groups. Being part of the community and being considered even in the workplace.
4. Ego: to be acknowledged or attain prestige. Being successful at work might help someone feel better about themselves or feed their ego.
5. Self-actualisation: Once all the other requirements have been met, a person enters a stage where they are more creative or growth-oriented and independency.

2.3.2 McClelland's Three Needs Theory

According to David McClelland's motivation theory of management, each person has three fundamental needs: need for affiliation, achievement, or power. A person's particular demands will have a significant impact on their behaviour, according to McClelland's theory of employee motivation.

1. Need for Power: Having a position of power or authority drives this person. The majority of them are self-disciplined and strong leaders.
2. Need for Achievement: This person is driven by success or accomplishing goals. They enjoy a challenge, set high standards for themselves, and strive diligently to achieve them.
3. Need for Affiliation: This individual thrives in a group or collaborative setting. They like social connections and collaborate well with others.

2.3.3 Herzberg's Motivation Theory

Another of the more well-known theories of employee motivation is Herzberg's Motivation Theory, sometimes referred to as the Two-Factor or Hygiene Theory. It implies that people's needs for motivation and hygiene at work fall into two categories. Although motivators are the things that encourage people to work harder, such as job recognition, advancement, and achievement, hygiene refers to a person's work environment, which includes working conditions, wages, and workplace relations.

According to Herzberg, the workplace environment determines whether or not people are happy at work, and when they are, it's because they feel satisfied or driven.

That is to say that Businesses that want to promote a culture of happiness and motivation in their workplaces need to strike a balance between delivering competitive pay and job security, fulfilling work, and promoting chances for people to advance their careers.

A manager's responsibility includes the crucial but difficult task of motivating employees. Early in the 20th century, salary was thought to be a major workplace motivator, but today,

there are other factors involved in employee motivation besides money. Understanding the motivations of your staff members is the first stage, after which you can start creating chances or programs that are appropriate.

2.4 Evaluation of the Principal factors that may affect performance and motivation in the Workplace.

Employee Performance is the secret to success in every organisation. The vision and objective of the organisation must be a priority for each employee.

Almost 85% of Employees do not feel engaged at work, according to SHRM's 2020 Study. Thus, companies must find a means to guarantee staff involvement, which in turn promotes employee productivity.

Employee performance is determined by how effectively or ineffectively they carry out their assigned tasks and how quickly they complete any deadlines or criteria.

You may find potential flaws in your employee training program and get advice on how to fix them by measuring employee performance.

In addition to other motivational factors previously detailed, employee performance and motivation in the workplace are also influenced by the following significant factors:

- Employee engagement
- training and development
- and company culture

2.4.1 Employee Engagement

According to the Workplace Research Foundation (WRF), investing 10% more in employee engagement can boost revenues by \$2,400 per employee annually.

Despite the overwhelming evidence to the contrary, employee involvement is crucial for generating money.

It follows that Employee engagement increases productivity, improves retention rates, and increases profitability by 21%.

However, Gallup claimed that actively disengaged workers lose between \$450 billion and \$550 billion in productivity annually.

Employee engagement and motivation are affected by:

A Positive Environment: creating a positive working environment where feedback is encouraged, and achievable goals are set for everyone.

Quick Action on Employee Issues: All businesses must have clearly defined communication protocols to succeed. The top executives should encourage open dialogue at all levels. Team members should feel free to voice their concerns, and management should take appropriate action. Productivity rises when workers feel personally involved in the business.

Planning and Acting: Workers frequently tend to overwork themselves, particularly in a work-from-home environment if they haven't drawn a distinct distinction between work and home routines. They should, ideally, give their mental health equal priority to their employment. One strategy is to divide up big projects into smaller objectives before giving them to your staff. The same is true for planning and structuring one's day.

2.4.2 Training and Development

Whereas development focuses on long-term goals, training is more concerned with short-term gains, such as learning a change in your business software. The company's training has an impact on an employee's performance. Depending on the circumstance, businesses have varying levels of training and expectations for employee performance.

Because it improves employee performance, investing in training can raise your profit margin by 24% or more. Moreover, training aids in boosting retention and lowering turnover. According to a recent survey, 68% of workers believe that the most important corporate

policy is training and development, therefore leaders must get to know each person and offer the right training to keep their workforce.

In addition, training doesn't stop with onboarding. Employees will feel that the organisation is not investing in their development if they don't receive any training after the first few weeks on the job. Businesses are required to offer staff members a seamless learning environment that promotes professional progression.

In this section, work performance is affected by the following factors:

- Growth and development: Many factors, including the availability of training and growth opportunities, have an impact on workplace productivity. Workers must believe that their employers are concerned with their professional development and offer them enough opportunities for learning and progress.
- Empowerment and motivation from Leadership: Managers' and senior leaders' encouragement and appreciation can be very motivating for staff, which increases productivity. Regular motivation will enable workers to seize more possibilities, fostering both personal and professional growth in addition to higher production.
- Communication and collaboration: These are the two main elements that affect employee productivity at work. Teams need to communicate frequently to be informed, engaged, and up to date. Silos are created by a lack of communication, which lowers staff efficiency. On the other side, collaboration motivates workers to participate and innovate at work. Additionally, when motivation and engagement are present, productivity might increase.

2.4.3 Company Culture

Employee engagement requires sustained attention to employee needs and wants, which should be the foundation of a good corporate culture.

In four nations (the United States, France, the United Kingdom, and Germany), over 77% of adults reportedly prioritise a business's culture when searching for jobs, and more than

50% of respondents claimed that company culture is more important than money when it comes to job happiness.

While distinctive benefits and high compensation may have formerly been the keys to luring great personnel, the landscape has changed. Businesses must realise that culture is just as important as pay when trying to keep staff pleased as argued by Tony Hsieh that “if you get the culture right, most of the other stuff will just take care of itself”.

The revenue of companies with strong cultures increased four times. The foundation of your business is its culture, which aids in employee retention and drives performance. Employees are empowered by company culture to overcome obstacles and perform better.

However, culture must be consistently nurtured for long-term advantages; it is not something that can be accomplished once. Employee engagement increases as a result of the company's increased investment in culture. Performance is closely correlated with company culture and morale.

Employee performance is correlated with company culture and employee happiness.

2.5 Application of Maslow’s Hierarchy of Needs to my workplace.

As detailed and explained above, I have started with volunteering at the Welsh Refugee Council to better understand the work culture in the fields I am willing to join and have joined the employability skills for a greater understanding and gaining additional skills.

In addition, I am working as a waitress to cover other needs such as food and clothes and will be progressing for a better future career. Studies and volunteering will expand my knowledge and apply for a sustainable and long-term job but most importantly, I will develop self-esteem and gain confidence by the end of these four years goals I have myself fixed. Challenges are still huge to overcome, but determination and engagement, and also motivation from my family and friends will help to achieve my goals and reach future levels of need.

2.6 My ability to communicate effectively and Feedback on my own verbal and written communication.

To strengthen my writing and vocal communication, I've joined a team of seven caseworkers who serve as advisors to people who have just been given refugee status and provide them with support through advocacy and guidance.

Using an assessment of my own communication abilities, I can say that since I started volunteering a few months ago, my verbal advocacy for clients with language barriers has improved as I follow up with them about universal credit, pension credit, and other things while advocating for council tax reductions on their behalf.

Yet since I left school nine years ago, I still need to work on my written communication. I have steps to take in that direction.

In addition, even though I still need to improve when filling out forms and writing letters for clients, the feedback I received from my line manager and fellow employees has been helpful to me.

a desire to succeed in a high position and the two-way communication process, in which messages are not only transferred from one person to another but also include a vital message that is sent back to the original sender.

In other words, it's important for people to learn how to listen as well as speak. When my team and I have a common goal, as a manager, I need to be able to listen to their feedback and observations because they will be doing the real implementation. To ensure that the assignment can be completed, I must then act on the input given. This enables a continuous loop as opposed to just me imparting knowledge.

By using the communication style questionnaire, I scored 19 as Assertive but also 13 passives.

In appendices, I will produce my development plan and provide my areas of improvement and strengths according to the SWOT analysis made to determine my Strengths, Weaknesses, Opportunities, and Threats.

3.0 Conclusion

To sum up, maintaining communication inside an organisation is critical for carrying out fundamental tasks. To accomplish team goals, managers must be proficient communicators who exhibit professionalism and knowledge of the communication cycle.

When employees are involved in the delivery of care, such as in a charitable organisation where empathy and sympathy are needed, their commitment to the organisation grows. It also improves relationships and understanding within the team.

Effective communicators have a thorough understanding of the communication process and can identify barriers to communication using the appropriate communication channel, such as verbal, nonverbal, or written communication. They can also identify effective preventive measures to overcome those barriers.

Additionally, it is crucial to receive regular feedback throughout the communication cycle. This aids in evaluating and improving the communication process and serves as a foundation for personal and professional development plans, which in turn highlight areas for improvement and highlight strengths and weaknesses.

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5.0 Appendices

5.1 SWOT Analysis

STRENGTHS	Verbal communication- Good Willing to learn.
WEAKNESSES	Lack of confidence Self-criticism Get busy with various tasks, the household included.
OPPORTUNITIES	Further learning development techniques. Support from colleagues and lecturers Volunteering role to build confidence and increase self-esteem. Dealing with clients to improve my verbal and written communication.
THREATS	Children/ Study/ Work balance could become imbalance as career grow. Poor communication and support Fewer days of attending the office for volunteering

5.2 Personal Development Plan

What do I want to do?	How can I do it?	What resources will I have	How will I measure success?	Target Date for review
Attending a Volunteering role in the office of the Welsh Refugee Council	By receiving tasks from my Line manager on filling various forms	Online resources, colleagues, and Line manager	Feedback from colleagues, outcomes of the applications made, and following ups.	Six Months
Studying hard and reviewing lectures	By attending lectures, requesting for support, and seeking helps	Slides from lectures, online resources, Bibliotheque's	Outcomes on understanding, self- improvement	Six Months.

5.3 MOTIVATIONAL ANALYSIS QUIZ

(Based on Motivation Theory by John Atkinson and David McClelland)

Each of the following groups of statements has three choices. Choose the one in each set which most closely fits your own motivations. Remember, there are no wrong answers. **Place an "X" before the letter of your choice.**

1. _____ a. When doing a job, I seek feedback.
 X _____ b. I prefer to work alone and am eager to be my own boss.
 _____ c. I seem to be uncomfortable when forced to work alone.

2. _____ a. I go out of my way to make friends with new people.
 _____ b. I enjoy a good argument.
 X _____ c. After starting a task, I am not comfortable until it is completed.

3. _____ a. Status symbols are important to me.
 _____ b. I am always getting involved in group projects.
 X _____ c. I work better when there is a deadline.

4. _____ a. I work best when there is some challenge involved.
 _____ b. I would rather give orders than take them.
 X _____ c. I am sensitive to others - especially when they are mad.

5. X _____ a. I am eager to be my own boss.
 _____ b. I accept responsibility eagerly.
 _____ c. I try to get personally involved with my superiors.

6. _____ a. I am uncomfortable when forced to work alone.
 _____ b. I prefer being my own boss, even when others feel a joint effort is required.
 X _____ c. When given responsibility, I set measurable standards of high performance.

7. X a. I am very concerned about my reputation or position.
_____ b. I have a desire to out-perform others.
_____ c. I am concerned with being liked and accepted.
8. X a. I enjoy and seek warm, friendly relationships.
_____ b. I attempt complete involvement in a project.
_____ c. I want my ideas to predominate.
9. X a. I desire unique accomplishments.
_____ b. It concerns me when I am being separated from others.
_____ c. I have a need and desire to influence others.
10. X a. I think about consoling and helping others.
_____ b. I am verbally fluent.
_____ c. I am restless and innovative.
11. X a. I set goals and think about how to attain them.
_____ b. I think about ways to change people.
_____ c. I think a lot about my feelings and the feelings of others.

MOTIVATIONAL ANALYSIS KEY

- | | |
|---|--|
| <p>1. a. Achievement
b. <u>Influence</u>
c. Affiliation</p> | <p>7. <u>a. Influence</u>
b. Achievement
c. Affiliation</p> |
| <p>2. a. Affiliation
b. Influence
c. <u>Achievement</u></p> | <p>8. <u>a. Affiliation</u>
b. Achievement
c. Influence</p> |
| <p>3. a. Influence
b. Affiliation
c. <u>Achievement</u></p> | <p>9. <u>a. Achievement</u>
b. Affiliation
c. Influence</p> |
| <p>4. a. Achievement
b. Influence
c. <u>Affiliation</u></p> | <p>10. <u>a. Affiliation</u>
b. Influence
c. Achievement</p> |
| <p>5. <u>a. Influence</u>
b. Achievement
c. Affiliation</p> | <p>11. <u>a. Achievement</u>
b. Influence
c. Affiliation</p> |
| <p>6. a. Affiliation
b. Influence
c. <u>Achievement</u></p> | |

of Achievement 5

of influence 3

of Affiliation 3

“Achiever” Characteristics

Interests:

Goals and how to achieve them problems and how to solve the strong performance and success.

Strengths:

Well organized

Innovative

Takes initiative

Planning & Problem-solving

Struggles and weaknesses:

Delegation to others process (they can be impatient)

Valuing relationships and team perfectionism.

Sensitivity

Risk-Taking (only calculated)

Needs:

Feedback (they don't like to fail)

Challenge and opportunity to grow.

High standards, unique accomplishments

Deadline

Responsibility

Checklists (and crossing them off!)

Best Types of Jobs:

Fundraising

Board of Directors

Training

Administration

Data Gathering

Finance

Has: An elaborate iPad

