

Effective Team Work and Communication

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Introduction

Effective communication is vastly needed at the workplace because it helps to improve understanding between employer and employees that will help to improve organisation's productivity. A good team work will be built at the workplace through effective communication which will help to enhance employee's work capability and knowledge as well as organisational goal will be fulfilled successfully. Model of communication and communication skills are discussed in this report and also an example of poor communication along with some suggestions are discussed.

Illustration on the models of communication and communication skills

People can enhance their understanding power and able to learn the components and relationship of a communication process through effective communication models and these models are the basis of planning and decision-making process. Models of communication are illustrated in the following section.

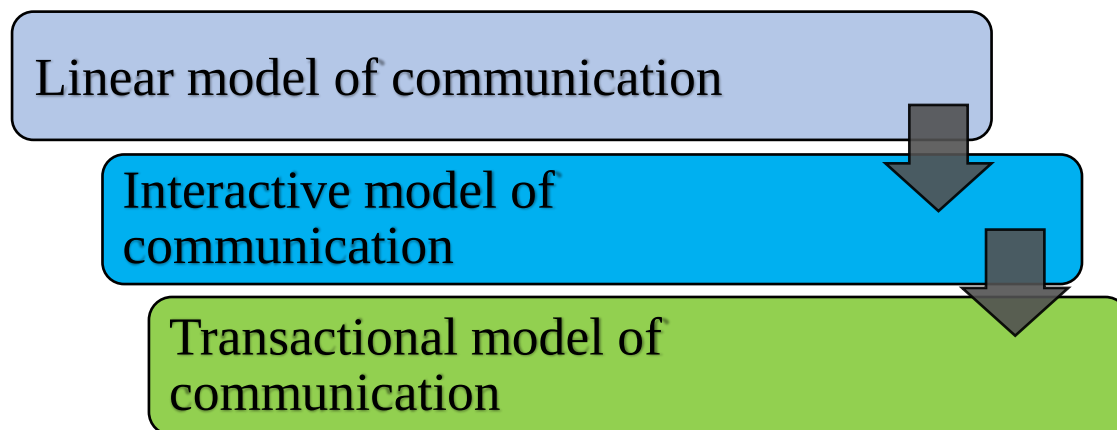


Figure: Communication models (McPhail, 2016).

Linear model of communication: Linear model of communication is one-to-one way communication where communication process flows directly from sender to receiver which is mostly used for mass communication like radio, TV etc. In this model, a message is encoded by sender through a channel and receiver decoded the messages after absorbing the message (Wang and Zhang, 2004). This model is used in business to enhance customer communication-driven activities like marketing, PR etc. through various channels from sender to receiver where feedback concept is absent. For example, senior executive sent a memo to marketing manager which is one-way communication because marketing manager can't give any feedback about the memo.

Interactive model of communication: Interactive model of communication is a two way of communication where both sender and receiver can exchange their position like social media, interactive marketing etc. (McPhail, 2016). In this model, a sender sends a message by encoding it to the receiver and receiver decodes it, then he or she will read it and again sent a message to the first person by encoding the message which can be said feedback. This model is very effective in workplace as people are sharing same ideas, goals and individual aspects which increases organisation's capability to acquire goals through effective

communication and team work. For example, HR executive creates a google form to know about employee's views about organisation and their demand in which HR executive is a sender and employees are receiver and after that, employees will act as senders and they will send file to HR executive. Barriers like noise, language, network problem etc. can hamper the effective communication process and this process can be lengthy as feedback is not simultaneous.

Transactional model of communication: Transactional model of communication is a two-way communication process where both sender and receiver can exchange their position through sharing continuous information like face-to-face meeting, telephone call etc. (Lauer, 2020). Employees can exchange their feedback through this model which increases their work interest as they can think themselves a part of the organisation. Senders or receivers can share their information based on field of experience like culture, age etc. which helps to increase the effectiveness of the communication. It is mainly used for interpersonal communication. But, in these models, context of environment and noise are the main barriers because it can create heavy noise when many people are talking at the same time.

Good communication skills help to understand messages more clearly that removes the misunderstanding and creates good relationship through building trust, enhance team work etc. that creates effective communication. Following section is the illustration about communication skills.

Active listening: Active listening is the most essential skill of effective communication which refers that an individual should listen the message carefully, rephrase the message and ask question to clear misunderstandings (Edwards, 2011). Employees of an organisation can build trust and good relationship with the management and co-workers by practicing active listening and co-ordinating with each other that will help to achieve organisation's mission and vision.

Non-verbal communication: Non-verbal communication is expression of messages or signals without doing any sound like facial expression, body language, eye contact etc. that will more effective in a heavy noise platform (Mahmud, 2014). Non-verbal signals will express individual's clarity, interest and can remove the distance and discrimination among senders and receivers which is a good sign for effective communication.

Sharing feedback: Sharing feedback makes the communication more effective as people can get clarity and identify mistakes through feedback which is essential for both personal and professional development (Anseel, 2019). In the workplaces, decision-making planning will be more fruitful through exchanging information and sharing feedback that will be helpful to remove mistakes and improve organisation's productivity.

Confidence: Confidence is an essential communication skill that can be expressed through eye-contact, ability to ask question, sitting straight etc. which regulates the conversation flow effectively (Suheri, 2018). Speakers will lose to communicate when he or she will see less of confidence among speakers which will interrupt the information flow and communication process will be hampered.

Through illustrating a case study, the core meaning of the communication skills can be understood. Here, an example is given considering the Tesco Plc which is one of the largest retailing company in the UK. Ian Wilson is the general store manager of Tesco Plc has the responsibility of managing the stores, is arranging an online meeting over the discussion of how to do business in the pandemic situation. The main motive of this meeting is to get connected with the employees and make them attached with the organisation. The manager asked the employee's current position and about their health condition. Along with, he added regarding the business situation how they could manage their stores. On that time, the employees had got the opportunities to share their opinions which maximised their confidence as they got the platform to share their thoughts. This can be a good example of communication as there have the presence of active listening, sharing feedback and getting confidence to share the opinions (Suheri, 2018). The employees and employers get the opportunities to get connected through the effective communication which helps to make the situation better. In that case, if they are being scattered, the communication will be disrupted and the business goal will not be able to achieve for the business. So, it is more crucial to have an effective communication in the business in order to achieve the business goal.

Example of poor communication and the ways to improve it

Poor communication can be arisen due to the lack of communication and collaboration by which there arises some of discrepancies which are the friction, frustration and mistrust (Kamerow, 2009). Due to the poor communication employees at the workplace suffer mostly because they don't feel connected that makes them demotivated and absenteeism for their work. Apart from that, celebrating the accomplishment of the work decreases because there have various discrepancies which creates problem while engaging in work. Performing in business becomes difficult for the poor communication that sometimes becomes the reason of employee retention and reduction of the profitability. To get more idea regarding the poor communication, an illustration of example can give some food which is given below-

Last month, I was at my friend's workplace who is working on a renewable business firm. At that time, the HR of the firm came to him and asked to make a short list for their forthcoming meeting by collecting the resources which were been in the HRM department. According to his statement, my friend did his job, though he had faced lots of difficulties because the data storage was difficult to manage for a person, and presented the short list to the meeting where the manager of the firm was present. The manager of the firm became angry at my friend because listed-data was not proper, there had some vague information, which was arisen due to the stubborn behaviour of the HR. That was really a shocking incident for my friend because the complexities were arisen due to the poor communication. That type of poor communication may become a problematic issue in future which sometimes becomes the reason of laying off.

The above mentioned statement is the example of poor communication which can be reduced through improving the level of the communication at the workplace, and which is the most considering because it may become the obstacles for the employees by which they will be stressed at the workplace. Provided some of improving ways of poor communication below-

Actor-Network Theory (ANT): The success of the communication is vastly dependant on the human and non-human factors which sometimes influences the technological innovation and knowledge-creation (Wickramasinghe, Tatnall and Bali, 2010). This theory also considers that the responsibility for the poor communication isn't only to the one person, there may have some other factors as well. In that poor communication example, the misconduct is occurred due to the available of the resources and human resource. So, the employees should cover the resources and humans up at the workplace in order to enhance the skills of the communication which will make the work effective by which they will stress-free from laying their job off.

Communication Accommodation Theory: The employees should adjust their communication with others because there may have people from different cultures who will be disrespectful if the employees aren't able to deal with them (Smith, 2018). In that case, there have two important ways to deal with the styles which are the divergence and convergence. Both of the group are there to deal with the people through using the communication styles according to their need. The poor could have been treated according to his style which could have been made the situation different. Now, the workplaces also consider this type of theory because employees are machine for the firms. If the behaviour of the superior is satisfactory at the workplace, the employees will be satisfied and they will be motivated to do their work by which their performance will be enhanced.

Proactively seek feedback: According to the Survey, around 40% employees aren't going to their workplace due to missing of two-way street. Employees are facing lots of difficulties which make them stressed at the workplace. Figuring the problems out may help the employees to get engaged in the workplace (ZHANG, QIN and LIU, 2020). Providing feedback over the time should give some food to the employees by which they will be attached at the work. Their attachment will enhance the workability by which firm will be profitable because the firm will be able to meet the certain demand.

Conclusion

The concluding part of the report is to analyse the models and skills of the communication at the business and its effectiveness. Here, the business will be significantly influenced through the communications models and skills which are needed to be good. The business personnel can enhance the communication skills by sharing business meeting and considers the employees as a part of the organisation. In the meantime, if the poor communication is available at the organisation, the business motive will not be achieved. Sharing the feedback and get connected with the employees and other related parties, the poor communication will be vanished from the organisation that will make the communication effective for the business as well.

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