

EFFECTIVE TEAM WORKING AND COMMUNICATION

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Executive summary

The entire study is based on the effective team working and communication. For this purpose, the researcher focuses on the real life experiences of one of the friends who was the employee in H&M company and M&S plc and there, the person found out some of the issues. For this reason, the study focuses on a number of theories of communication to develop the effectiveness of the communication to improve the effectiveness of team in the workplace environment.

Table of contents

Introduction	4
The concept of effective communication	4
Concept of effective team working	6
How well employers perform at communicating	6
Requirement for effective communication and team working	7
Communication theory and model	7
Theory of team structure	9
Conclusion	10
Reference list	11
Appendices	13

Introduction

It is worth saying that, teamwork offers a number of benefits to the workplace such as enhanced staff efficiency, improved productivity and developed staff morale and hence, communication can be considered as one of the fundamental elements in developing a good team in the workplace environment. The employers who have the potential to communicate well with the workforce are more likely to have organized and planned workplaces whereas, the employers without having good communication are more likely to be ineffective and because of this, the workplace productivity decreases. Hence, this situation can be proved from my friend's real life experiences. For this reason, the entire study is based on the experiences of my friend who works at different organizations. Further, the aim of the study is to focus on the effective communication to develop a good team in the workplace and therefore, the study will consider a number of theories and models to develop communication and teamwork in the workplace.

The concept of effective communication

Effective communication is two way information and knowledge sharing method which involves one party who sends information that is easily understood by the receiving one. More specifically, communication becomes effective when two persons in the process assign same meaning and understanding to the message and make the source feel understood and heard. According to the viewpoint of Jackson (2014), effective communication among business associates facilitates information sharing towards contribution of commercial success. To make the communication effective, it is necessary for the employers to focus on some of the skills such as listening skills, verbal communication, nonverbal communication and some other skills.

Listen

Listening skills allow one to make sense of and understand what someone other is trying to say. More specifically, it can be stated that, listening skills allow people to understand what some other people of same genre are talking about or the actual meaning of the said words. It is worth saying that; a person needs to listen first before confronting some situation so that, it becomes possible for the person to develop knowledge regarding the circumstances (Jackson, 2014). Therefore, for an employer it is important to listen to the requirement and demand of the employees first before providing any speech or training to the employees.

Verbal communication

Most often, it is necessary for the employers to communicate to the employees after their recruitment so as to understand their knowledge and experiences in the workplace. Further, the managers of a company need to provide training and arrange meetings for the employees to make them understood about the organization goal and culture. In such situation, the managers or the employers need to nurture good verbal communication skills to attract team members within a minute by the effective speech. Therefore, it is important for the employers to develop verbal communication skills so as to improve the employee empowerment and a good team in the workplace (Jackson, 2015).

Non verbal communication

Besides having verbal communication, it is important for the employers to encompass non verbal communication skills so as to make the opposite persons feel comfortable with the confrontation. According to the viewpoint of Jackson *et al.* (2014), nonverbal communication includes body language, hand gestures, facial expression, eye contact and a number of body gesture. Therefore, an employer can emphasize, postulate, relive and reinforce the communication with the help of such nonverbal activities in order to make the communication process more attractive and effective.

Written communication

Written communication can be considered as another communication skill in the workplace. This is because; more often the employers need to provide information and knowledge to the employees in writing. However, the traditional hard copies are still prevalent in the workplaces; the recent generation prefers to use various online platforms to communicate with each other. Therefore, managers can use this platform in order to develop a string communication within the team and because of this; it becomes possible for the person to develop a strong team in the workplace environment.

Paraverbal communication

Besides all other communication skills, the paraverbal communication skills can be considered as another one from this genre. As opined by Kong and Kim (2015), one of the essential things in the communication is hearing what is not conveyed at all. Therefore, how a leader communicate with the team members is as important as what is person is talking about. Therefore, how people communicate can be considered as the paraverbal communication. According to the viewpoint of

McPhee and Poole (2016), paraverbal communication includes speed of throwing, tone and pitch of the word. Being an employer, it is important to consider paraverbal communication along with the other communication skills to make the confrontation more effective.

Concept of effective team working

One of the most common ways of business is to organize employees in a team who are approaching same way to reach to the organizational goal. According to the viewpoint of Morgan *et al.* (2015), a team can be developed with two or more people who perform together to achieve common goal. Therefore, it is worth saying that, team offers an alternative towards vertical chain-of-command and encompasses inclusive approach to the organization.

The benefits of working as a team or group include enhanced efficiency and staff morale. It is worth saying that, when a team is able to perform well together they accomplish more than something that an individual can do alone (Grunig, 2013). For this reason, it is the responsibility of team leader to develop an effective team where there is no conflict among the employees in order to increase the productivity of the company in terms of financial profitability (Hadi *et al.* 2015).

How well employers perform at communicating

From the above study, it can be stated that, it is important for the employers to communicate well to the employees to improve the effectiveness of the team so as to develop the productivity accordingly. However, from my friend's real life experiences, the employers are communicating in somewhat different style to the employees and because of these, they stay behind to reach to the ultimate goal. While performing in H&M clothing company as an intern, my friend faces some of the issues regarding the communication (Morgan, 2016). The employers are not listening to the requirement and demand of the employees before confronting any communication process and therefore, a communication gap has been created between the employers and the employees. After this, my friend performed in the Marks and Spencer plc which is a major British multinational retail company in United Kingdom and found that, the employers are good at communicating to the employees (Sims *et al.* 2015). However, there are some issues regarding feedback system and therefore, some of the communication gaps have also been created there. Therefore, it is important for the employers of two of the companies to

develop the communication skills so as to create an effective communication towards development of good team in the workplace.

Requirement for effective communication and team working

By analyzing the communication process, the researcher finds that there are some communication gaps in the workplaces and because of this, the managers of the company are not able to develop good teams in the workplaces to improve the productivity. Therefore, it is important for the employers to focus on the following skills in order to improve their communication skills and these are listening skills, written communication, verbal communication, nonverbal communication and the paraverbal communication skills to make the communication effective. However, there are some other theories that can be applied so as to improve the communication to develop an effective team in the workplace.

Communication theory and model

The Shannon-Weaver Mathematical model of communication

The Shannon-Weaver model is designed to develop effective communication between sender and the receiver and this model is widely accepted all over the world. According to the viewpoint of McQuail and Windahl (2015), this model can be applied in the field of communication and more specifically in the technical communication. However, this particular model deals with various concepts that include noise, information source, destination, decode and encode, channel, transmitter and the receiver.

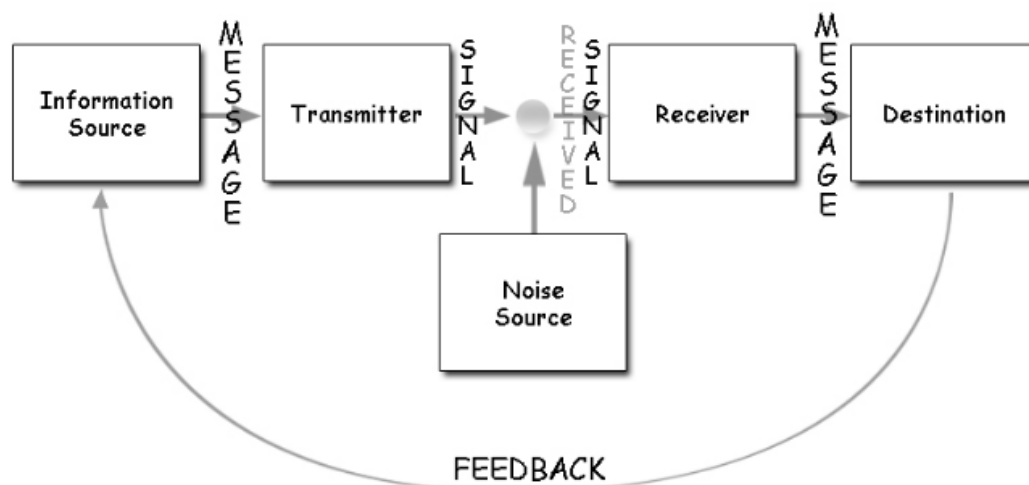


Figure 1: The Shannon-Weaver Mathematical Model

(Source: McQuail and Windahl, 2015)

Sender:

It is the person who chooses the desire knowledge and information to send to the receiver.

Encoder:

It is the translation that converts information in the form of signals (Charlier *et al.* 2016)

Decoder:

This can be considered as the place of reception of signal and it converts signal into the message.

Thus, it can be considered as the reverse process of encoder (refer to appendix II).

Noise:

During the transferring process, the information get distracted by the encoded signals or the crowd noise and because of this, the effectiveness of the communication decreases (McQuail and Windahl, 2015).

Application:

From this model, it can be stated that, the communication channel of H&M company is not so improved and because of the level of communication decreases. As a result of this, the employers become unable to communicate technically with the employees and thus, the managers are not able to develop a good team in the workplace. Therefore, it is important for the company to lower the impact of noise from the communication system so that, it becomes possible for them to improve the quality of communication.

Berlo's model of communication

This is one of the models of communication and is based on SMCR (source, message, channel and receiver) format (McPhee and Poole, 2016).

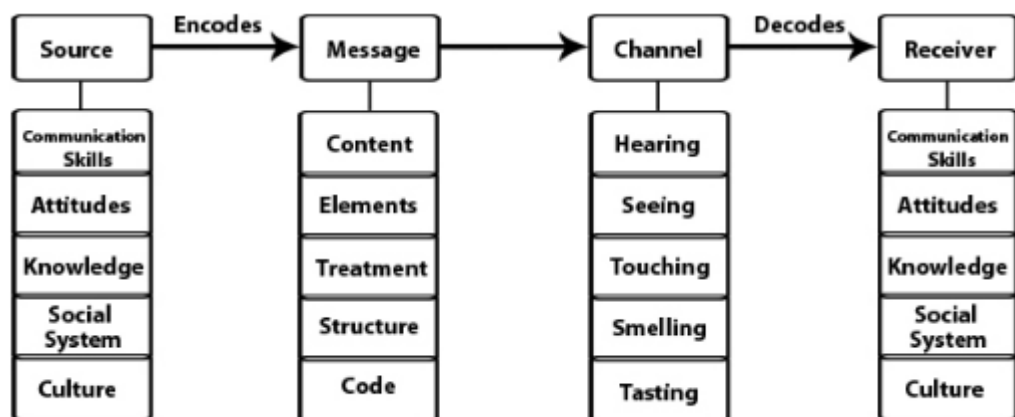


Figure 2: Berlo's Model of communication

(Source: McPhee and Poole, 2016)

Source:

It is the person who generates information or message in the workplace. It incorporates some elements such as

- Communication skill (Wang and Li, 2017)
- Knowledge
- Attitude
- Social system

Message:

It is the substance send by a person to the receiver. It might be in the form of audio, video, text, voice or some other media. The fundamental elements that influence the message include

- ❖ Content
- ❖ Structure
- ❖ Treatment
- ❖ Elements
- ❖ Code

Channel:

It can be perceived as the media to deliver information (Ceschi *et al.* 2014).

Receiver:

It is the person who gets the message after completion of the process.

Application:

Based on the theory, it can be stated that, there is no feedback system in M&S plc and therefore, it is not possible for the employees to share information and knowledge to the employers and because of this, there has created a communication gap in the workplace. For this reason, it is necessary for the employers to develop the feedback system in order improve the quality of communication in the organization.

Theory of team structure

Belbin model

It is one of the models of team structure and is helpful to develop an effective team in the workplace.

Belbin team roles include thought oriented roles, action oriented roles and the people oriented roles. As mentioned by Belbin (2012), there are shaper, completer finisher and the implementer under the action oriented roles. They provide ideas into the action in order to improve the team. However, there are team worker, coordinator and the resource investigator under the people oriented roles. They perform as chairperson and encourage cooperation and explore outside opportunities. From this perspective, it is important for both of the organization to consider this model in order to develop an effective team in the workplace (Refer to appendix II).

Conclusion

From the above study, it can be concluded that, the considered organizations face issues regarding communication so that, the management team becomes unable to develop an effective team in the workplace. Therefore, the both the companies need to consider the aforementioned models in order to develop the communication to improve the team efficiency in the workplace environment.

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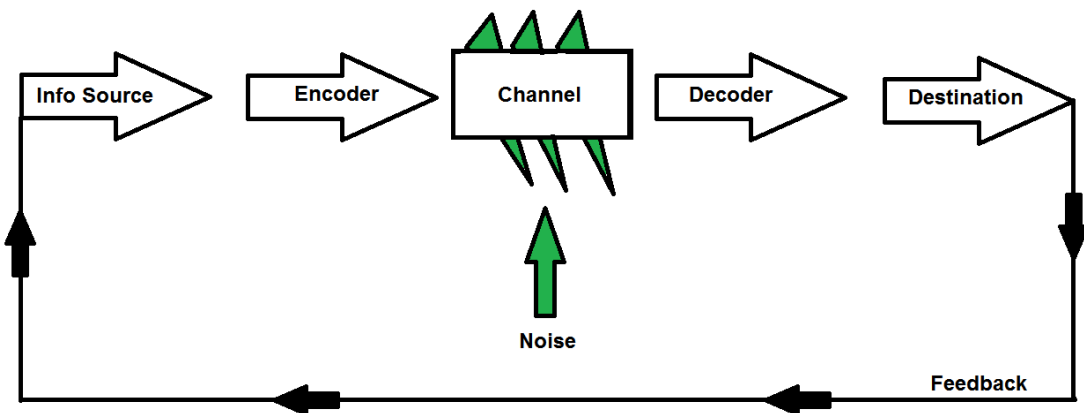
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Appendices

Appendix I



(Source: <http://garthbox.com/wp-content/uploads/2012/08/shannonweavermodel.png?w=1024>)

Appendix II

Belbin's Team Roles Tables

Action Oriented Roles	Shaper	Challenges the team to improve.
	Implementer	Puts ideas into action.
	Completer Finisher	Ensures thorough, timely completion.
People Oriented Roles	Coordinator	Acts as a chairperson.
	Team Worker	Encourages cooperation.
	Resource Investigator	Explores outside opportunities.
Thought Oriented Roles	Plant	Presents new ideas and approaches.
	Monitor-Evaluator	Analyzes the options.
	Specialist	Provides specialized skills.

(Source: Source: <https://image.slidesharecdn.com/usingbelbinsteamrolemodel-12560739411775-phpapp03/95/using-belbins-team-role-model-23-728.jpg?cb=1256056032>)

A group of yellow, stylized human figures standing in a circle, holding hands. They are arranged in a ring, with their arms raised and hands clasped, symbolizing unity and teamwork.

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Introduction

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- communication can be considered as one of the fundamental elements in developing a good team in the workplace environment



The concept of effective communication

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- To make the communication effective, it is necessary for the employers to focus on some of the skills such as listening skills, verbal communication, nonverbal communication and some other skills



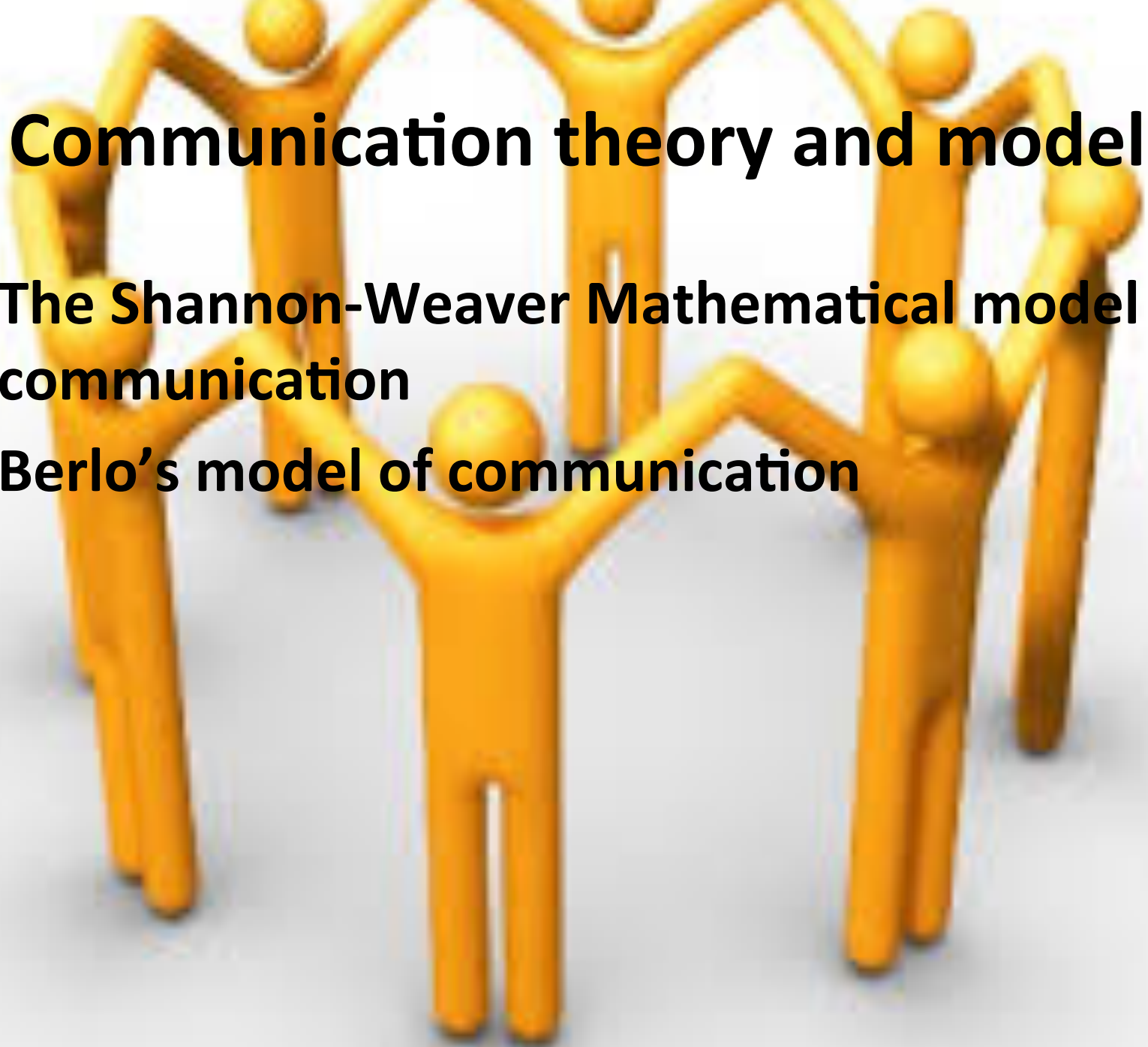
Concept of effective team working

- One of the most common ways of business is to organize employees in a team who are approaching same way to reach to the organizational goal
- The benefits of working as a team or group include enhanced efficiency and staff morale.



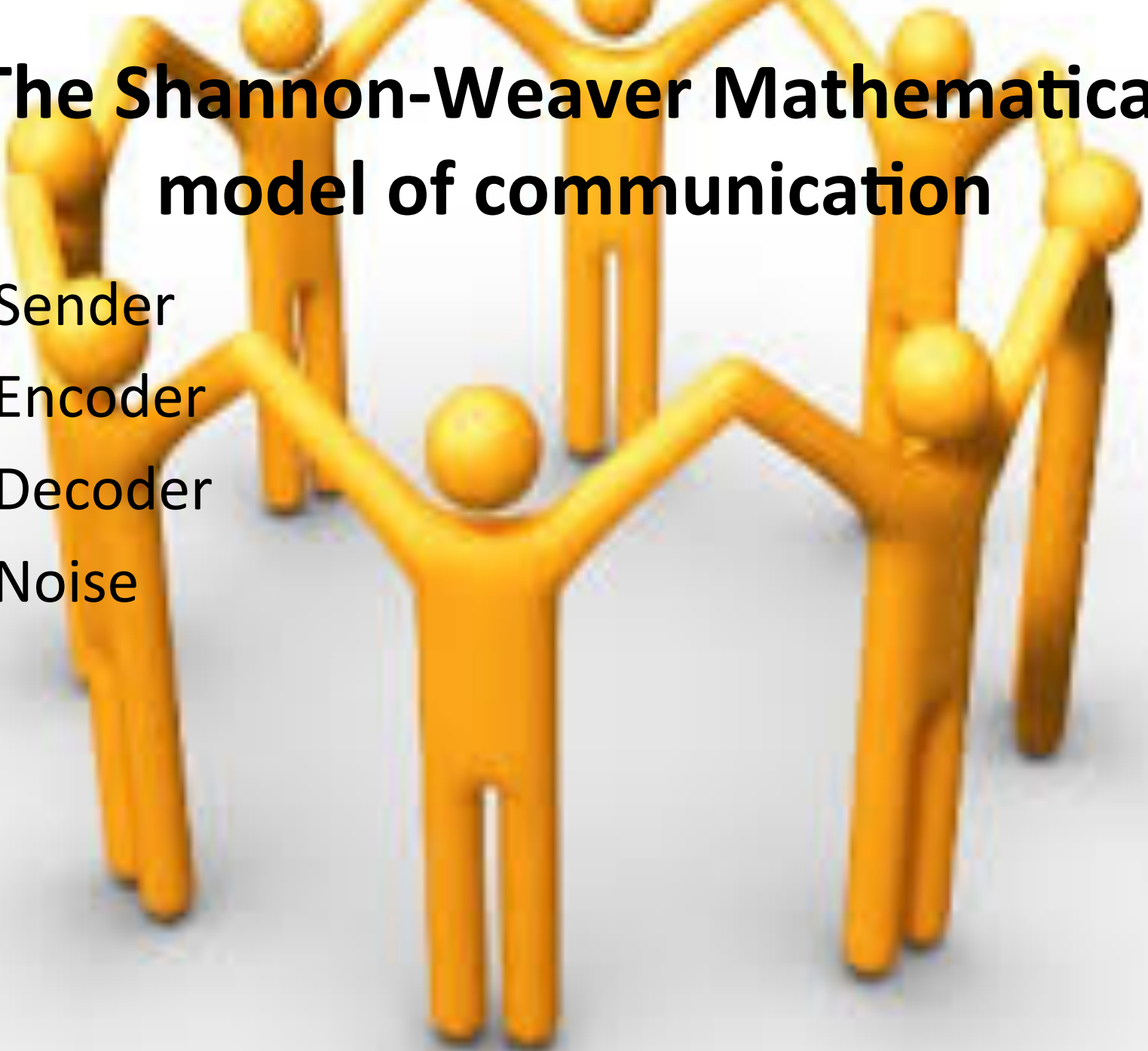
Communication theory and model

- **The Shannon-Weaver Mathematical model of communication**
- **Berlo's model of communication**

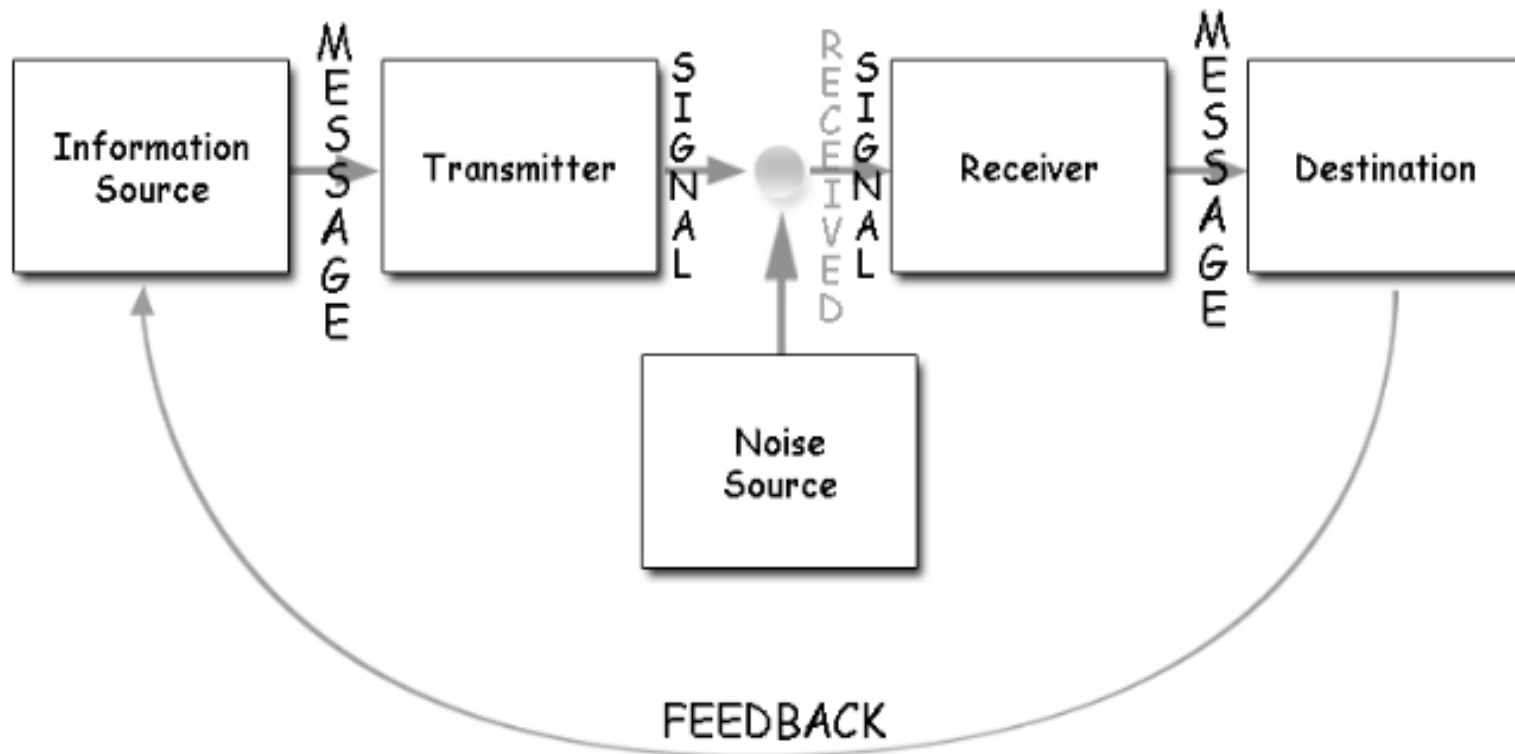


The Shannon-Weaver Mathematical model of communication

- Sender
- Encoder
- Decoder
- Noise



The Shannon-Weaver Mathematical model of communication

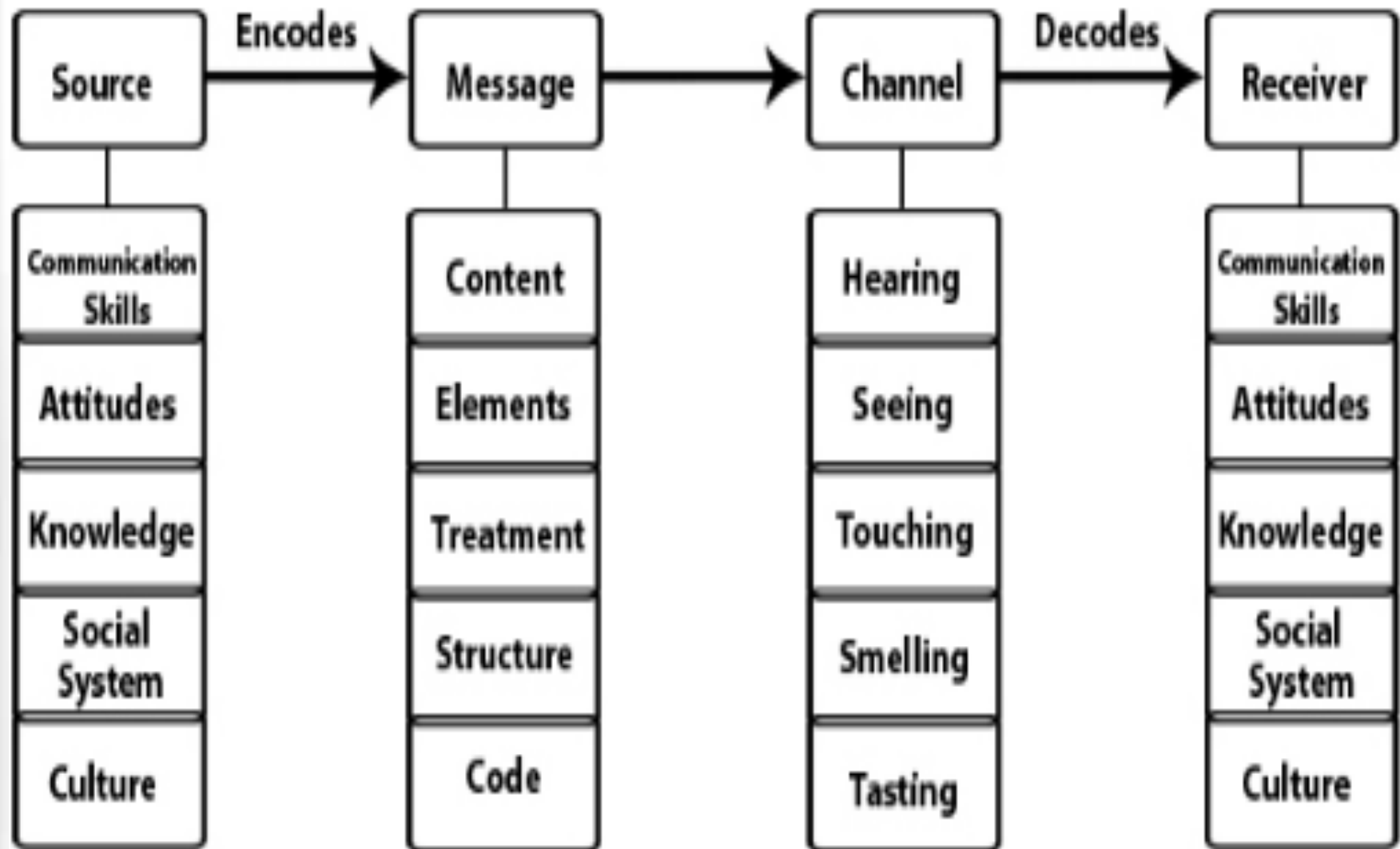


Berlo's model of communication

- Source
- Message
- Channel
- Receiver

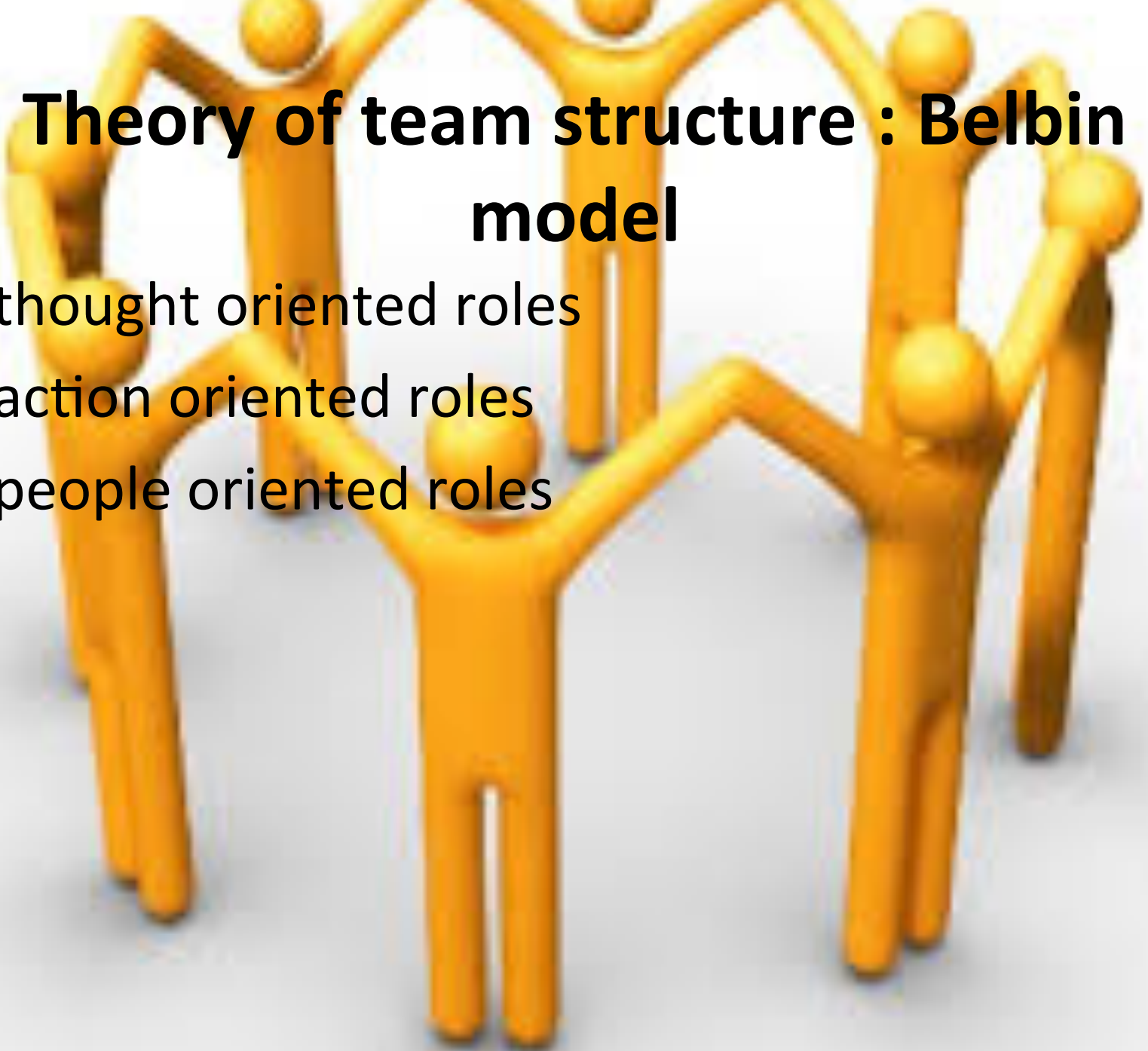


Berlo's model of communication



Theory of team structure : Belbin model

- thought oriented roles
- action oriented roles
- people oriented roles





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Thank You