

LCLM4003 Effective Teamwork and Communication

- ASSIGNMENT 2: Group Presentation

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OVERVIEW

Introduction

Barrier and Solution 1 - Student Veronica Bentley

Barrier and Solution 2 - Student Neuma Lopes

Barrier and Solution 3 - Student Yissey Olivera

Barrier and Solution 4- Student Kaitlyn Telemaque

Barrier and Solution 5 - Student Carlos Sousa

Conclusion

References

Questions

INTRODUCTION

This group presentation focuses on communication issues at Flight Foods Ltd and the effects these have on the business.

- An airline catering company
- Manufacture and supply ready-made meals to airlines
- Medium-sized business
- Losing money due to poor food standards

Throughout this presentation, we will identify the barriers to communication, including:-

- Environmental noise
- Language/communication/body language
- Age/Generational
- Cultural (standards and practices)
- Emotional

Analyse and find solutions to the problem using the Shannon and Weaver (1949) and Berlo (1960) models of communication.

ENVIRONMENTAL NOISE

Industrial environment noise can reduce productivity, increase stress and interfere with effective communication between staff (Rahman et al., 2025)

- Large spacious factory
- old noisy machines
- Constant background noise
- Multiple staff members communicating at the
- People speaking loudly

Resulting in:-

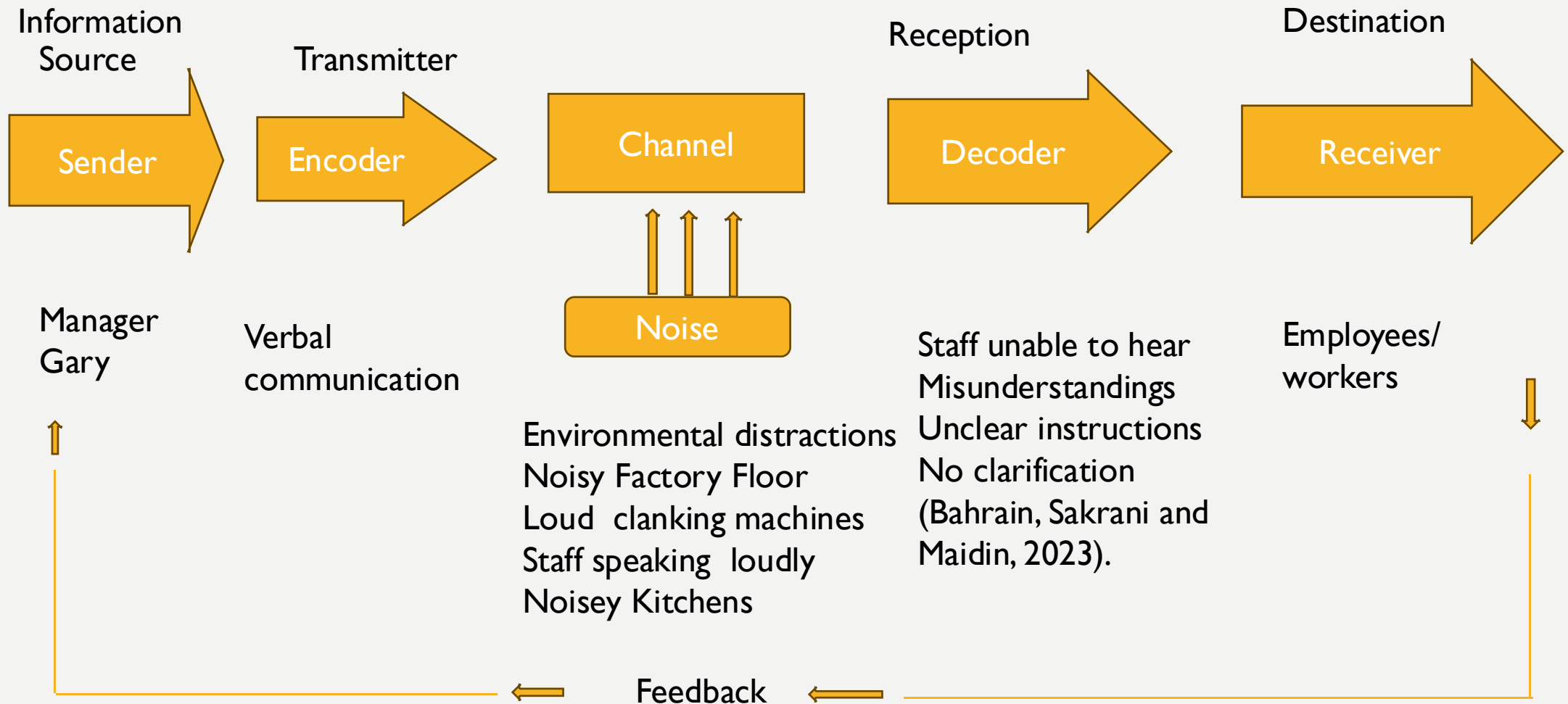
- Instructions not being heard
- Information being misunderstood or missed (Gyllensten et al., 2023).
- Staff unable to clarify what's being said
- Staff not following orders
- Poor food standards



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COMMUNICATION BARRIERS: SHANNON AND WEAVER

Communication occurs through a process involving a sender, encoder, channel, noise, decoder, and receiver (Moore, 2025)



SOLUTION

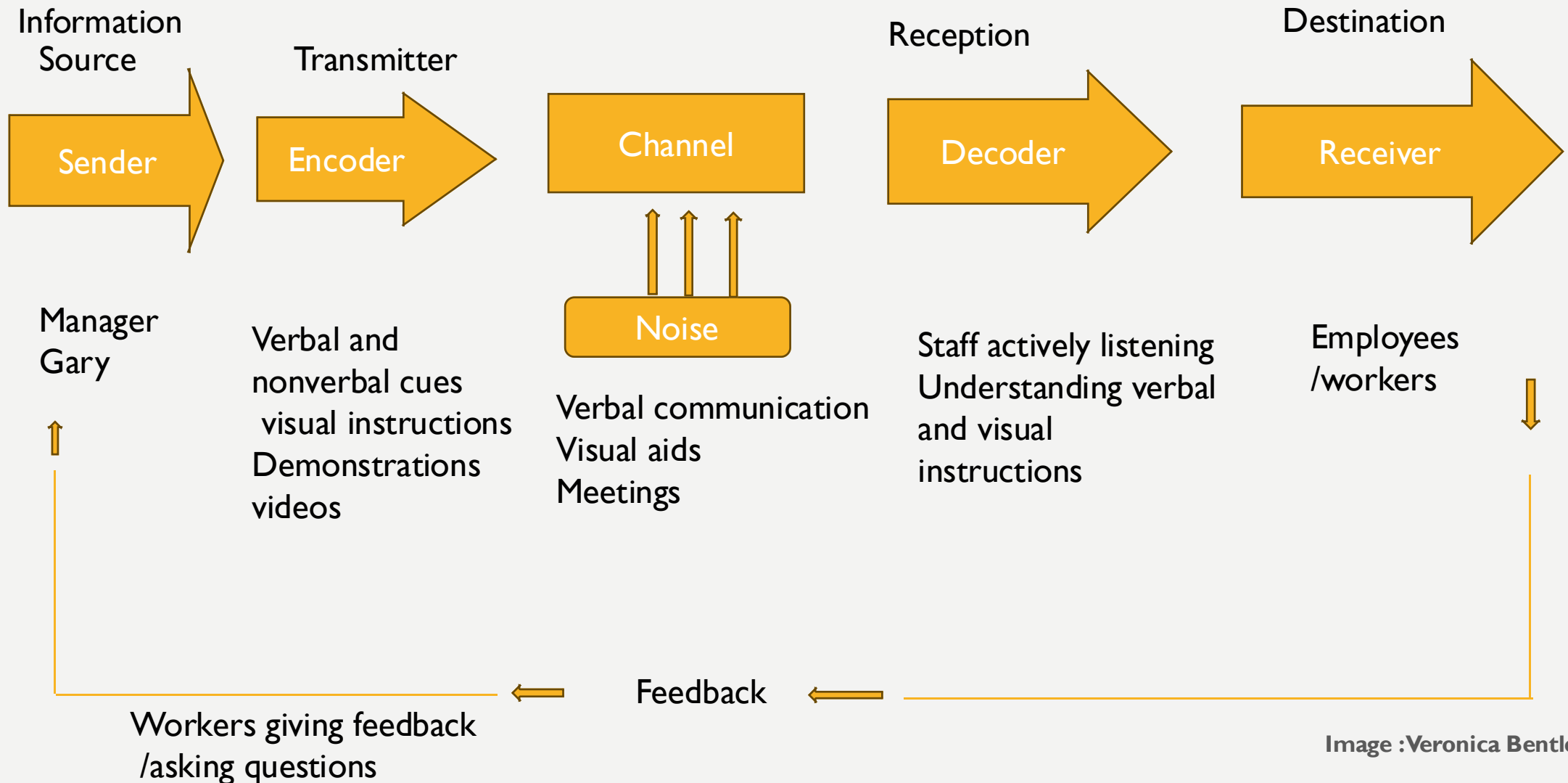


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There are several strategies that can be recommended to improve the effectiveness of communication by addressing environmental barriers at Farm Foods Ltd. These include:-

- Maintaining /servicing machinery (Slack, Brandon-Jones & Johnston, 2019).
- Purchase new machines (Heizer, Render & Munson, 2020).
- Arrange regular meetings in a suitable area that is quiet
- Hold meetings before shift starts
- visual communication (helps people to understand complex information more easily and can break down barriers in communication (*Langsford, cited in Falmouth University, 2024*)).
- Demonstrations
- Check understanding

EFFECTIVE COMMUNICATION: SHANNON AND WEAVER



IMPACT OF ENVIRONMENTAL NOISE SUMMARY

- Poor food standards linked to a breakdown in communication caused by Environmental noise
- Resulted in a loss of business
- Noise acts as a barrier in the communication process (Jahncke et al., 2011)
- causes:
 - misunderstandings
 - missed instructions
 - staff not following procedures correctly
- High noise levels in the workplace reduce concentration and increase errors (Health and Safety Executive, 2023).

Solutions:

- Maintain /replace machinery
- using visual aids
- checking understanding

Outcome

- Improved communication
- Improving food quality
- customer trust is regained.

LANGUAGE BARRIERS

- Workers speak many different languages
- Limited English among factory workers
- Instructions not always clearly understood
- Manager communicates mainly in English
- Workers misunderstand hygiene procedures
- Mistakes happen during food preparation

(Robbins & Judge, 2017; Mullins, 2016)

COMMUNICATION PROBLEMS IN WORKPLACE

- Employees receive little formal training
- Workers start jobs without preparation
- Manager explains tasks during work
- Signs used instead of proper training
- Workers unsure about job responsibilities
- Communication becomes confusing daily

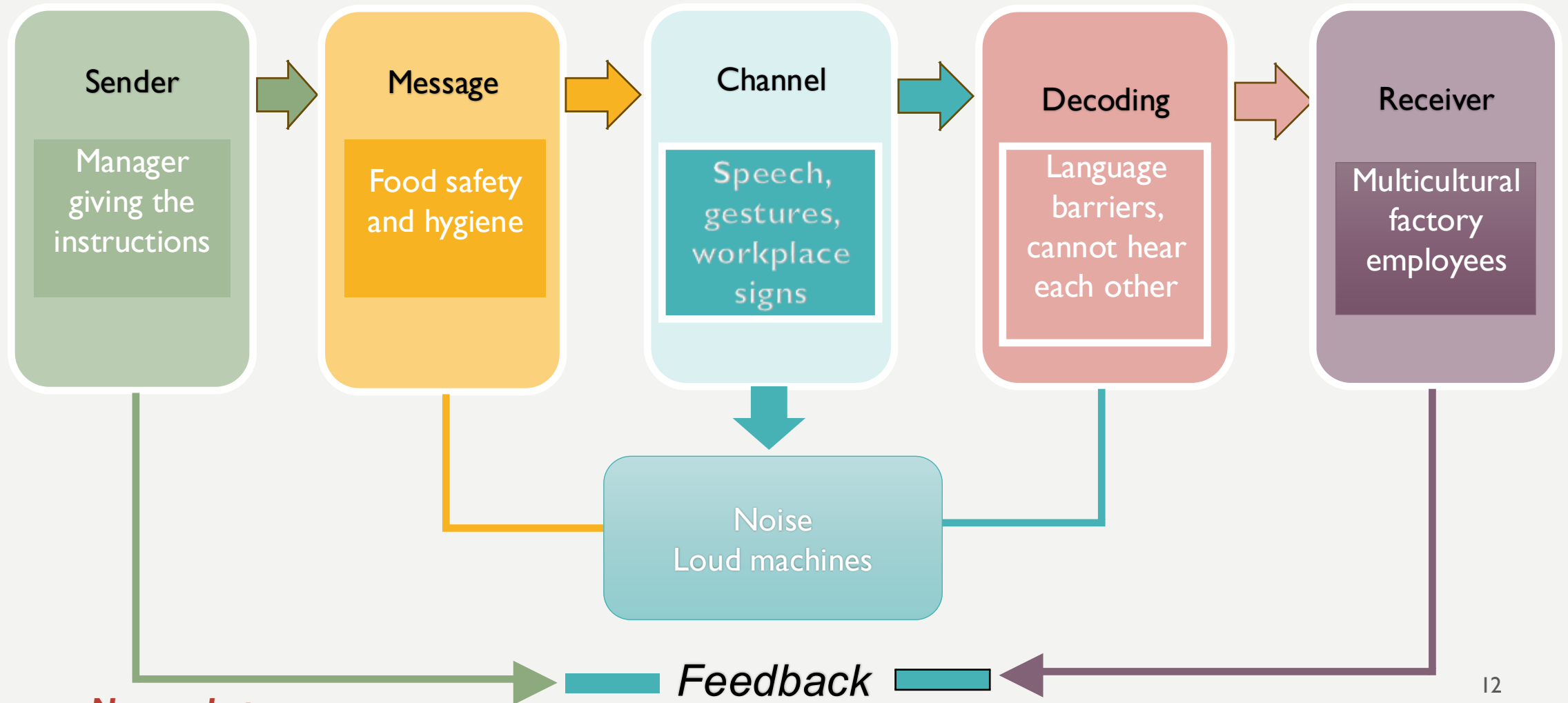
(Daft, 2021; Mullins, 2016)

CULTURAL AND BODY LANGUAGE DIFFERENCES

- Workers from five cultural groups
- Different communication styles and behaviours
- Some avoid questioning their managers
- Body language meanings vary culturally
- Loud machines reduce verbal communication
- Gestures sometimes misunderstood by staff

(Hofstede, 2011; Hall, 1976)

SHANNON-WEAVER MODEL EXPLANATION



SOLUTIONS

- Provide basic English workplace training
- Translate instructions into workers languages
- Use visual posters and clear symbols
- Provide structured food hygiene training
- Encourage workers to ask questions
- Create clear communication procedures

(Mullins, 2016; Robbins & Judge, 2017)

CULTURAL STANDARDS AND PRACTICES IN FLIGHT FOODS LTD

- This presentation explains cultural communication barriers
- Focus on differences between workers
- Based on Shannon-Weaver Model of Communication
- Helps explain why communication is failing (Shannon & Weaver, 1949)

CULTURAL BARRIER

- Workers from 5 different cultural backgrounds
- Different food hygiene habits
- Different beliefs about food (e.g. vegetarian meals)
- Different work behaviour
- Example: Meat found in vegetarian food
- People understand rules differently because of their culture (Shannon & Weaver, 1949)

MODEL EXPLANATION

Using Shannon-Weaver Model of Communication

Sender: Gary (Manager)

Message: Hygiene rules and food safety

Channel: Verbal instruction and signs

Receiver: Workers

Noise (main problem): Cultural differences

Different habits and beliefs

Say: The message is not understood properly because culture acts as "noise" (Shannon & Weaver, 1949)

IMPACT

- Poor food quality
- Complaints from airlines
- Loss of business
- Workers not following same standards
- Inconsistent results due to cultural practices (Shannon & Weaver, 1949)

SOLUTIONS

- Training for all staff
- Use simple language and pictures
- Translate key information
- Clear rules for everyone
- Regular checks
- One clear standard needed (Shannon & Weaver, 1949)

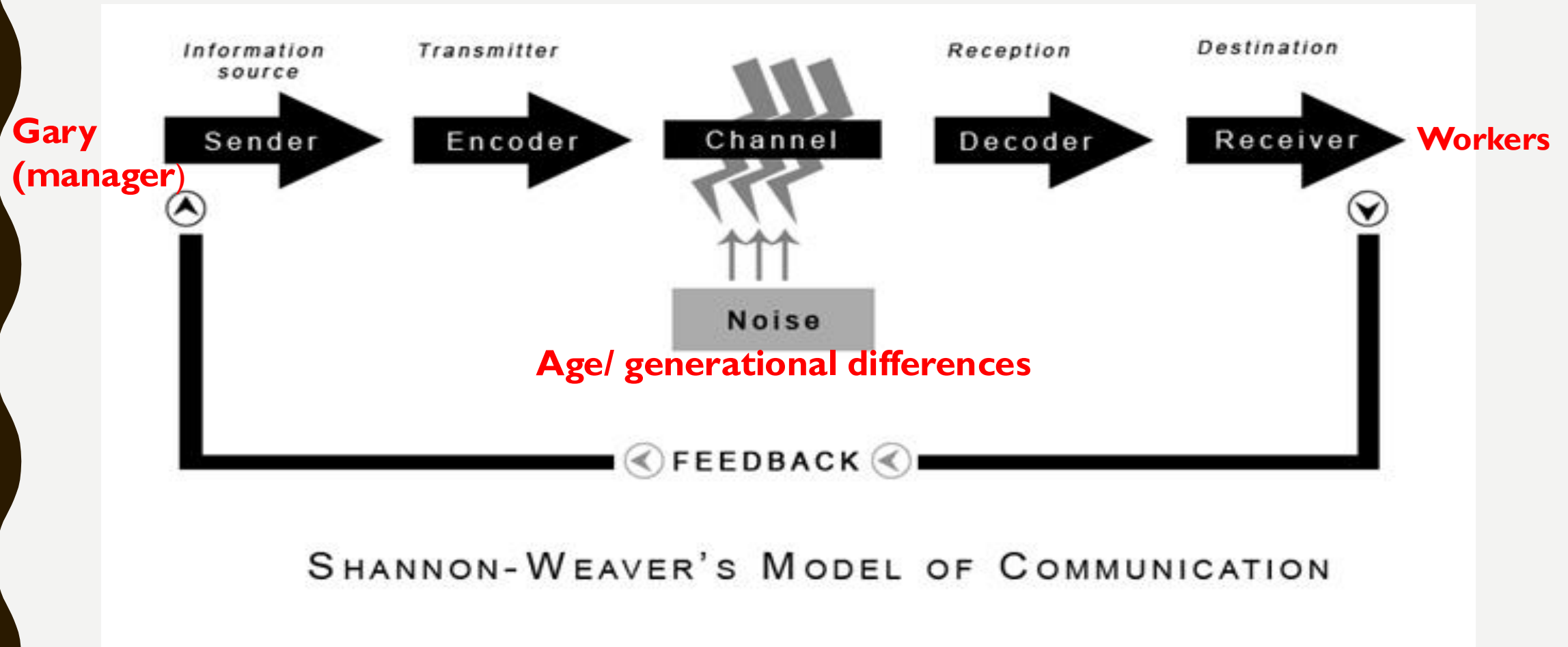
AGE/ GENERATIONAL DIFFERENCES IN FLIGHT FOODS LTD

- This presentation will explain the age/generational communication barriers between workers
- Describing the difference between workers
- Based on the Shannon and weaver model of communication (1948)
- Shows why they are lacking in communication

AGE/ GENERATIONAL BARRIERS

- Workers range from ages 16-60 years old
- The older generation prefers phone calls or face to face communication whilst the younger generation prefer digital communication e.g. messaging
- Different understandings with new technology and equipment
- Older generations value direct, formal feedback as the younger generation value frequent, informal feedback
- Differences in interpretation

SHANNON AND WEAVER MODEL OF COMMUNICATION IN FLIGHT FOODS LTD



IMPACT ON THE BUSINESS

- Conflict between workers
- Poor food standards/ quality
- Multiple complaints
- Loss of business
- Reduced customer loyalty
- Misunderstanding between colleges
- Inconsistent service delivery

SOLUTIONS

- Implement reverse mentoring- where younger employees teach older employees about new technologies, while seasoned workers provide guidance on leadership and company history.
- Inclusive Training Programs- Use diverse training methods to match learning preferences
- Carry out training to raise awareness about generational differences and break down stereotypes. Focus on open communication where team members can discuss their preferences.

EMOTIONAL ENVIRONMENT

- Lack of respect/Negative Attitude towards the workers
- Stress/Pressure towards untrained staff, language barriers
- Fatigue(Tiredness) by sleeping at 2am to 6am
- Low Motivation among workers

TYPES OF EMOTIONAL DISADVANTAGE IN WORKPLACE

- Limited support from colleagues or manager
- Being inexperienced for work
- Unsafe working situation
- Exclusion and discrimination
- Inflexibility

SHANNON-WEAVER MODEL

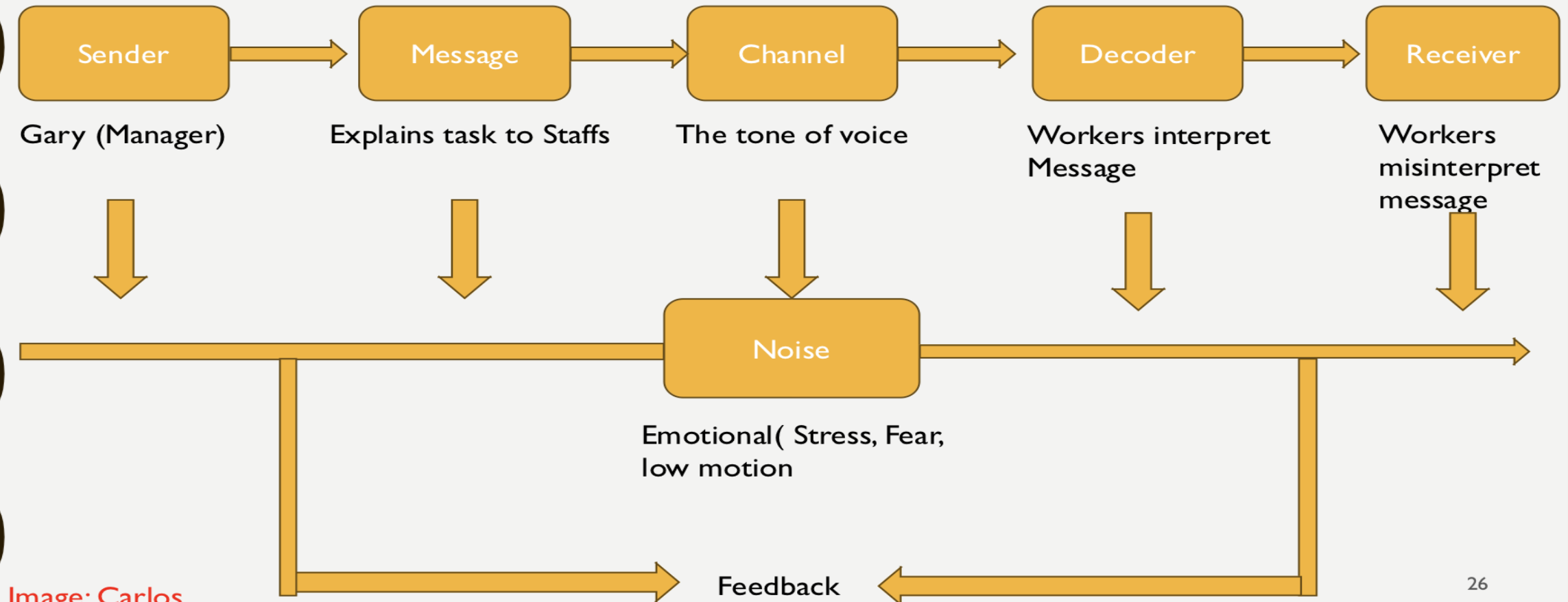


Image: Carlos

IMPACT IN THE COMPANY

- Loss of company customers and reputation
- Poor food quality
- Workers poor Hygiene
- Increase cost and financial loss

SOLUTIONS

- Replacing blame into a feedback
- Offer Training for all workers
- Be patient and repeating instructions calmly
- Make posts about Hygiene procedures
- Maintain healthy work routine

CONCLUSION

The company's problem is that they are losing money and business because of poor food quality. Even though it is a big company the workers are not properly trained and the hygiene is bad. This puts the food quality and people's health at risk. The cause of the problem are communication barriers:-

- Environmental noise – loud noisy factory machines
- Language/communication/body language – misunderstanding instructions
- Age/generational - different ages and experience levels
- Cultural (standards and practices)- workers not following same standards
- Emotional - factors such as stress

These all affect how well people communicate, understand, and follow instructions.

Once these issues are addressed, people will be able to communicate effectively, and the problem will be solved.

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QUESTIONS?