

Effective communication and teamwork

by A B

Submission date: 12-Apr-2021 01:58PM (UTC-0400)

Submission ID: 1557346965

File name: Effective_communication_and_teamwork_HK.edited.docx (409.21K)

Word count: 2284

Character count: 12794

Effective Communication and Teamwork

TABLE OF CONTENTS

Introduction	1
Main body	2
Communication and teamwork	2
Models of communication	3
Teamwork and communication skills	5
Importance of teamwork and communication with reference to case study	7
Example of poor communication and way of improvement.....	8
Conclusion	9
References	10
Books and Journals	10
Online.....	11

Introduction

Effective communication and teamwork refer to the process involved in the communication among the members of a particular business, firm, industry or any other place. Teamwork is the major concept in the firm or business. It is important for a firm to develop a team that helps them to achieve their goals, and with the presence of effective communication, they can work better. Thus, the following report will discuss the communication skills and models related to communication. The importance of communication and teamwork will also be considered in the report. Further, it will identify a case study and evaluates how these skills helped in that. For successful teamwork management, it is important for them to communicate with each other so that they can work together.

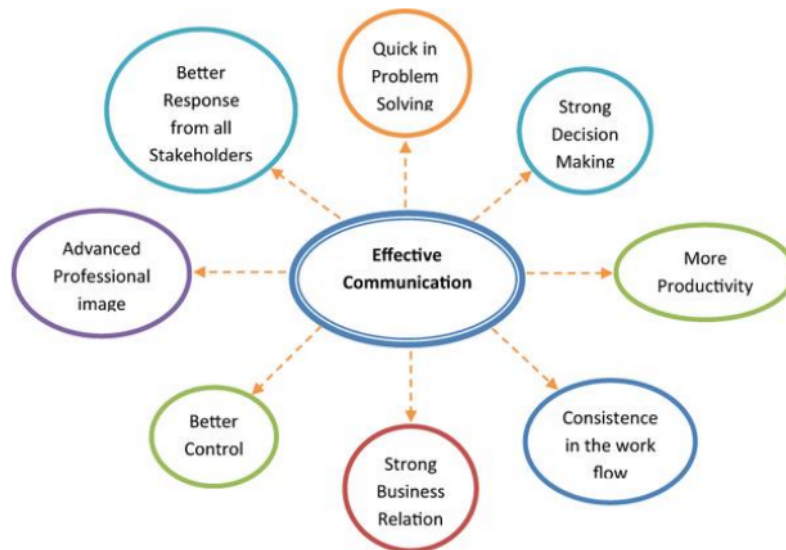


Figure 1: Effective communication

(Source: Smarp, 2020)

Main body

Communication and teamwork

Communication is the major key in the management of any business or talking with any other person. Effective communication is the process in which the person speaks less and listens more. With this, the person or businessman observes other and keep an eye on the way of delivering the message. This concept is very useful in the current era and especially in the business sector as it aims to bring people towards the firm. Communication is termed as the key to success for any business or individual. If an individual adopts effective communication skill, then they can work on their personal and professional development (Stacho et al., 2019).

Teamwork is the concept that refers to a group of people who work with the same motive and a common goal. Teamwork is made at various levels by firms, business, institutions and many more. There are various firms and organisations that bring a group of people together and made the team. They are given certain duties and responsibilities, and they work according to that. Further, the team is formed based on a various set of principles, and they must possess trust among them.

Communication and teamwork go hand-in-hand. Whenever a team is formed, most of them are unknown from each other, and due to this, they do not work together. Communication is the key to energy in teamwork. If they possess communication, then they can handle any situation and deal with the dynamic situation. But if the team members do not communicate with them, they all will not agree to a single point, and this can lead to the loss of the firm. This factor is considered in the business as they are highly designated towards this (Stachova et al., 2017).

Communication and teamwork are both different concepts, and both have their own importance. But if these two are interconnected and linked with each other, then it can lead to a deadly combination.

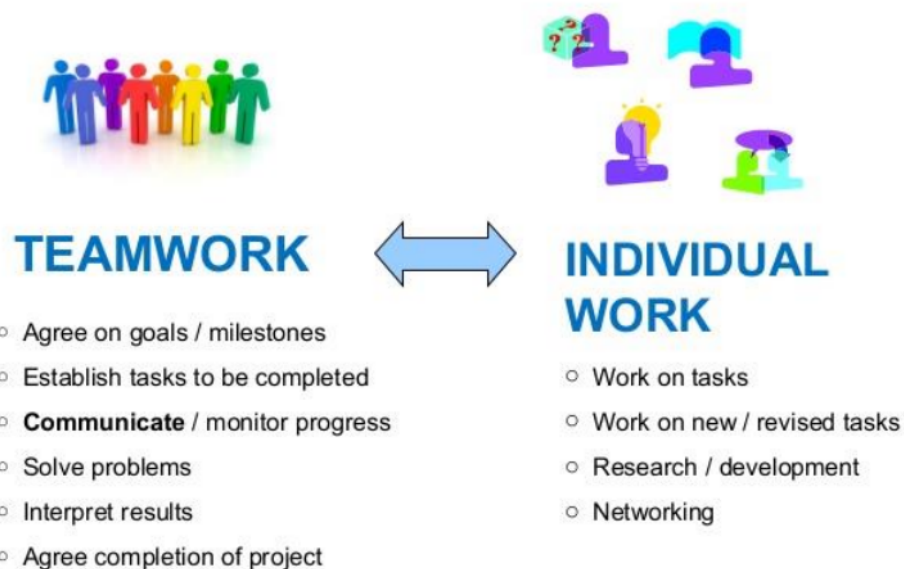


Figure 2: Effective communication and teamwork

(Source: The Ohio State University, 2021)

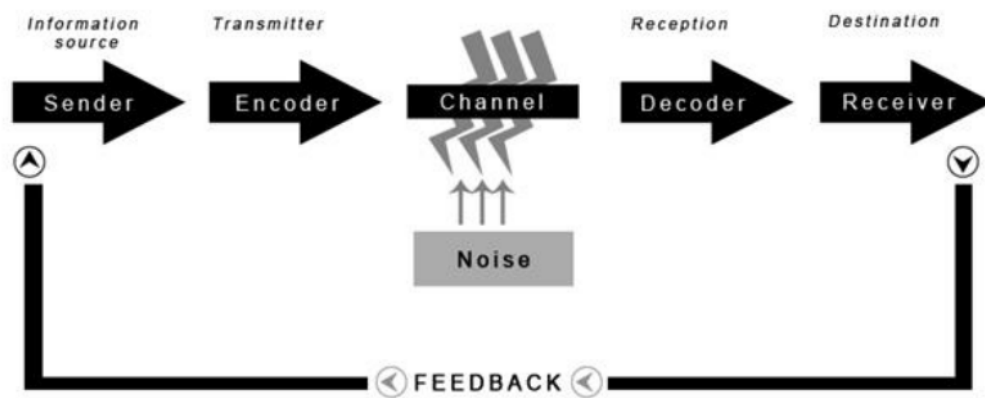
Models of communication

Communication is considered as most important in the success of any firm or institution. To implement communication in the workplace, the leaders, managers and senior authorities adopt the use of communication models (Anderson, 2017). The most common model of communication which is considered by most of the firms is:

¹ ***Shannon–Weaver Model of communication***

¹
This model was developed in 1948, and the main motive of this model is to develop effective communication among the sender and receiver. The concept of this model is to eliminate the noise or disturbance which occurs during the transmission of the wave. Noise is termed as that component that affects the voice of the receiver. For better performance of the receiver, the ratio of message signal should be greater than noise.

This model comprises various elements, which are the transmitter, message, information source, channel, noise, information destination, receiver, and channel, decode and encode. These all have their importance in the communication process, and it is calculated using scientific terms. Further, they all possess a special measure which is termed as the communication process, through which the information is passed through different elements and gets encode & decode, and finally, it is received by the receiver (Al-Fedaghi, 2012).



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Figure 3: Shannon Weaver's model of communication

(Source: Communication theory, 2021)

Lasswell's model of communication

This model is also an effective model of communication. The approach of this model is different from others, as this model believes that communication can get stronger by asking certain questions. In other words, it is termed as a framework that is set on questions. The questions consist of who, what, what, what and which. Basically, these are 5Ws of communication.

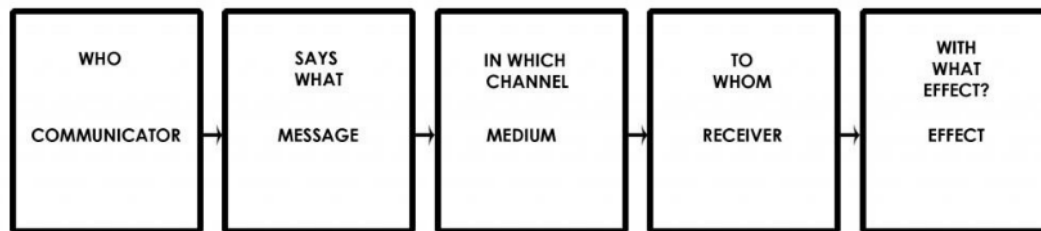


Figure 4: Lasswell's model of communication

(Source: Communication theory, 2021)

Further, there are others basic models of communication which are acquired by business and firms to operate and manage their business operations. They communicate with their employees in a direct and indirect manner. They bring up notice for any announcement or organise a meeting with the employees. Also, they create a group on social media accounts and email broadcasts and bring them to notice with new project or skill (Veglis and Maniou, 2018).

Teamwork and communication skills

There are different skills which are considered as very necessary for communication and teamwork skill. These skills are related to the employment of the firm and help the employees as well as the firm to manage their business operations. The skills are based on the communication model and analyse the teamwork development. There are examples of various organisations like Rolls Royal, Tesco, IHG, Sainsbury, H&M, ASDA and many other firms that consider the importance of effective communication and teamwork.

Communication skills

Communication skills are termed as those skills which are possessed by an individual or employee during the time of conversation with others. They are termed as a set of activities that are essential for both personal life and the business world. In the current era, there are various components involved in the communication process (Giudici and Filimonau, 2019). Some of the highly recommended communication skills are:

- Active listening

- Clarity
- Respect
- Small but effective talk
- Body language
- Empathy
- Articulation
- Voice tone

These are termed as an essential skill for communication. These all reflect human behaviour, and a well-educated person judges the third party based on this. Hence, it is essential for an individual to adopt these communication skills (Reising et al., 2017).



Figure 5: Communication skills

(Source: The Balance careers, 2021)

Teamwork skills

Teamwork skills are also very important in terms of communication skills. These skills help to maintain teamwork and perform the duties of the team. The essential skill involved in a team is communication skill only. If the members communicate with each other effectively, then they all can agree to a common objective. This helps the firm to achieve its goals on time. Another important skill in team development is the trust and loyalty factor among each other. They all

must respect their colleagues and expect the same from them. This can be done by organising training and development program by the business (Pavlenko and Pavlenko, 2021).

Importance of teamwork and communication with reference to case study

A case study is examined of Ryanair airline firm. Ryanair is a low-cost airline that is a UK based airline and operates in the UK and EU regions. The main aim of Ryanair airline is to provide low-cost fare to the public and provide them with utmost luxury. They are one of the most trusted airline firms by people of the UK, and they are awarded many rewards from the UK government. The main reason for their success and growth is effective communication and teamwork skill. The firm is well-versed with the importance of communication and teamwork management. They organise training and development program for their employees and guide them towards how to communicate with their passengers.

Further, Ryanair had various teams who are responsible for their sales management and business operations. The team is formed in such a manner that all the members of the team communicate with each other, and hence, they ensure the goals of the firm (Schiff et al., 2018). Also, Ryanair organises training and development program for their team members and guide them towards their vision and goal. Ryanair invests in this very high as they are well-acknowledged with the importance of effective communication and teamwork skill.



Figure 6: A case study of Ryanair for effective communication and teamwork

(Source: Prezi, 2014)

With consideration of this, any firm or business can achieve its business goals and objectives and increase its sales and revenue. Team members help to pull the crowd towards the brand and aims to enhance the brand value of the firm. With effective communication, the firm members can communicate with customers and solve their problems and doubts. This helps them to boost their image, and they can maintain the connection between teamwork and communication skill like Ryanair (Matusovich et al., 2012).

Example of poor communication and way of improvement

The importance of poor communication can be analysed by identifying the communication and teamwork skill in a friend's workplace. The friend had started a restaurant and had hired approx ten to twelve employees. They are formed together in the form of a team, and they are given the responsibility to manage the business operations and expand the chain logistics. But there occurred a major problem in the business operation, as the team members are not managed properly. Further, they do not possess any communication among the team members, due to which they are not able to work properly. This leads to a loss of taste in their restaurant, and their business had to saw a failure (Kamarudin et al., 2012).

The friend must practice several communication methods and must acquire the use of models for communication. Further, to manage the teamwork, they must consider Belbin team roles which help them to ensure the proper implementation of their team role. Moreover, they must guide their members about their vision and train them properly. With this, they can communicate with each other, and they can work for the expansion of business. The members must be driven with the importance of teamwork skill and ensure all teamwork skill in them. Further, for the development and expansion of business, the friend must link both communication and teamwork together so that they can achieve the business goals and objectives (Tervajärvi et al., 2021).

Conclusion

The above report is based on effective communication and teamwork and had analysed its importance. From the above analysis and discussion, it is concluded that communication and teamwork go together, and they bring success in the business and institution. To demonstrate the importance of this, the case study of Ryanair is also highlighted in the report. It can be concluded that communication skills can be linked with teamwork skills, which helps the firm to manage its business operations and achieve its goals. The report had discussed the models of communication, such as Lasswell's model of communication. Further, to illustrate poor communication, an example is considered, and the way of improvement is also measured in the report.

References

Books and Journals

Stacho, Z., Stachová, K., Papula, J., Papulová, Z. and Kohnová, L., 2019. Effective communication in organisations increases their competitiveness. *Polish Journal of Management Studies*, 19.

Stachova, K., Stacho, Z. and Vicen, V., 2017. Efficient involvement of human resources in innovations through effective communication. *Business: Theory and Practice*, 18, p.33.

Anderson, H.M., 2017. Effective Communication and Teamwork Improve Patient Safety.

Al-Fedaghi, S., 2012. A conceptual foundation for the Shannon-Weaver model of communication. *International journal of soft computing*, 7(1), pp.12-19.

Veglis, A. and Maniou, T.A., 2018. The mediated data model of communication flow: Big data and data journalism. *KOME: An International Journal of Pure Communication Inquiry*, 6(2), pp.32-43.

Giudici, M. and Filimonau, V., 2019. Exploring the linkages between managerial leadership, communication and teamwork in successful event delivery. *Tourism Management Perspectives*, 32, p.100558.

Reising, D.L., Carr, D.E., Gindling, S., Barnes, R., Garletts, D. and Ozdogan, Z., 2017. An analysis of interprofessional communication and teamwork skill acquisition in simulation. *Journal of Interprofessional Education & Practice*, 8, pp.80-85.

Pavlenko, M. and Pavlenko, L., 2021, March. Formation of communication and teamwork skills of future IT-specialists using project technology. In *Journal of Physics: Conference Series* (Vol. 1840, No. 1, p. 012031). IOP Publishing.

Schiff, L., Miele, K., McCollum, M., Li, Q. and Connolly, A., 2018. Teaching and sustaining a shared mental model for intraoperative communication and teamwork. *Obstetrics & Gynecology*, 132, p.58S.

Matusovich, H.M., Paretti, M.C., Motto, A.M. and Cross, KJ, 2012, January. Understanding faculty and student beliefs about teamwork & communication skills. In *119th ASEE Annual Conference and Exposition*. American Society for Engineering Education.

Kamarudin, S.K., Abdullah, S.R.S., Kofli, N.T., Rahman, N.A., Tasirin, S.M., Jahim, J. and Rahman, R.A., 2012. Communication and teamwork skills in the student learning process in the university. *Procedia-Social and Behavioral Sciences*, 60, pp.472-478.

Tervajärvi, L., Hutri-Kähönen, N. and Rautiola, A.M., 2021. Student-LED interprofessional sequential simulation improves communication and teamwork. *Nurse Education in Practice*, p.102983.

Online

Smarp, 2020 [Online] [Accessed through] < <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them> > [Accessed on 12th April 2021]

The Ohio State University, 2021 [Online] [Accessed through] <<https://u.osu.edu/ngzheng.1/teamwork-and-effective-communication/>> [Accessed on 12th April 2021]

Communication theory, 2021 [Online] [Accessed through] <<https://www.communicationtheory.org/laswells-model/>> [Accessed on 12th April 2021]

The Balance careers, 2021 [Online] [Accessed through] <<https://www.thebalancecareers.com/communication-skills-list-2063779>> [Accessed on 12th April 2021]

Communication theory, 2021 [Online] [Accessed through] <<https://www.communicationtheory.org/shannon-and-weaver-model-of-communication/>> [Accessed on 12th April 2021]

Prezi, 2014 [Online] [Accessed through] <<https://prezi.com/sa1l-hlpi7cx/ryanair/>> [Accessed on 12th April 2021]

Effective communication and teamwork

ORIGINALITY REPORT

2%

SIMILARITY INDEX

1%

INTERNET SOURCES

0%

PUBLICATIONS

1%

STUDENT PAPERS

PRIMARY SOURCES

1

jayaseelansr.blogspot.com

Internet Source

1%

2

Submitted to London School of Commerce

Student Paper

1%

3

esource.dbs.ie

Internet Source

<1%

Exclude quotes Off

Exclude bibliography On

Exclude matches Off