

COVER

Higher Education in Skill in The Workplace	Lecturer: Dr Gregory Cowan	BMSK4002
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Title: Past reflective look at management structures used while employed as a kitchen design consultant for Homebase / Wickes.

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INTRODUCTION

The purpose of this report is to discuss, giving details of the communication skill employed by management with staff and for the customer relations within the operations of a kitchen design consultant. It is a past reflective look at management structures used while employed as a kitchen design consultant for Homebase / Wickes. My observations will be from the three levels of management experienced within the business.

Discussed management variants giving details of the communication skill employed within the builder's merchant trade.

Improvements of STAFF / manager communication Skills in the Kitchen Design Workplace

How well employers perform at communication within the staff structure. And Customer relations.

Analysis of the methods used

Conclusion summary of improvements

Company interaction on the shop floor

Within the staff structure of the likes of Wickes and Homebase as product suppliers to the general

public, management skills for employees is encouraged within its structure from the ground up. School leavers or available individuals over the holiday period looking to get work experience and Credible references from an established name, in retail, can use their desire and energies running around the shop floor spaces understanding products, old and new and recalling location of such within their respective departments. The emphasis is to the customer's needs. It is of the most paramount consideration for the shop floor staff as well as other levels of working team members. Over coming cultural noise (stereo typing) will lead to better interaction between prospects viewing Kitchen ranges and between shop floor workers respectively.

This is maintained on a face to face (understanding and responding to body language) interaction, right down to ease of access for products within the store; through to item labelling and maintaining completed stocked shelves. Group huddles were structurally applied to encourage greater knowledge of product lines, New promotions and the necessary communication skillsets to be aware of in responding best with customers. Feed back was encouraged if only superficially to upper management.

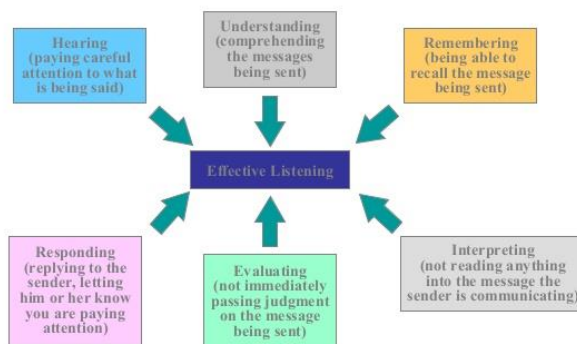
Managing your work in-line with co-workers teams and groups.

While the approach of team working for all staff helps in the outcome of putting the customer first, in pursuing customer, service and attention within the working team members, are the Design Consultants who effectively bring to the store higher levels of product sales than the shop floor assistants. The processing of a designed kitchens or Bathrooms was highlighted as the equivalent of a shop floor assistant for a month or more to stress the importance given to the role. This had an effect on communication skills being used differently or split between contact with potential buying customers and the monitoring Store managers. Department or store managers who then have to report to regional managers for performance from their teams. This is a unique position requiring self- management for ordering, processing, customer engagement as prospects and during the journey onto paying customer and encouraging referrals as satisfied users for the installed kitchen range fits. Processing of orders were finely tuned through processing gateways and C.A.D. systems for space design; once understood and mastered a greater degree of success with a sale would come from the appreciation of a customers needs, perception of verbal and non-verbal signals, empathy and the like. (Cultural appreciations or gender preferences). A common encounter was for couples discussing their dream kitchen without agreement between themselves and the conflicting

messages in their communication needing to be decoded by the designer in order to complete the sale. This occurring at any moment throughout the sales journey and even after the installations. Listening and affirming the correct understanding becomes crucial and hearing alone or the misinterpretation of an accompanying non-verbal expression (a wince, frown or gesture to the contrary) may have an effect on the progress of a confirmed sale or lead to a reconsideration with another kitchen provider by comparison.

The HURIER Model: Components of Effective Listening

9-14



(Slide share accessed 31st August 2018)

<https://is.gd/hMTcjD>

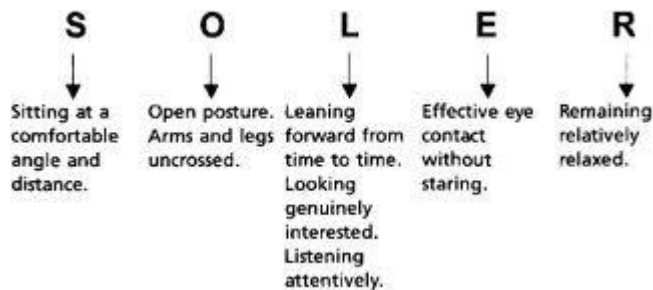
'Managerial listening is important, but achieving high levels of listening competence is not an easy task.' Brownell, J. *Building Managers' Skills to Create Listening Environments* First Published September 1, 1990 Research Article

<https://doi.org/10.1177/002194369002700405>

p.10

Store managers are regularly seen on the shop floor dealing out stock to shelves for replenishment or checking levels of stock and price changes in the same way as regular shop floor workers. This 'company message' helps with reducing of hierarchical or autocratic approach to management in the working environment and helped to reduce boundaries more obvious in a more departmentalised office-based businesses. The store design of walk through kitchen display areas allow for informal enquires to be made by way of introduction to prospects or promotions of services for fitting or provision for 'off the self' product lines to customers. Once again, the company has a department focused on the stream-lining of sales towards a profit and have it to an automated level. It does still require a good working-relations between Consultants and managers they report to; with a mutual understanding of the position of each and their given responsibilities.

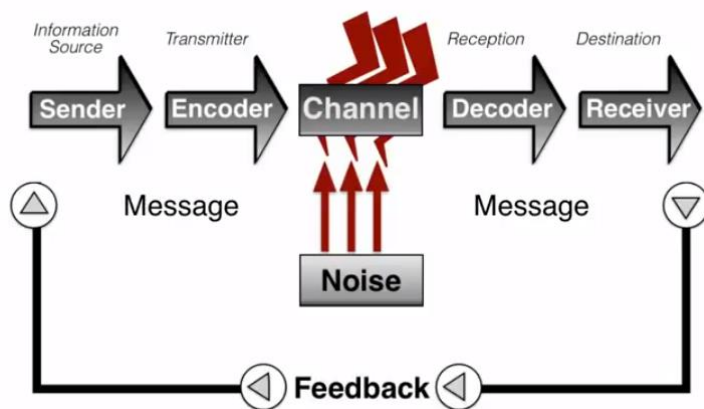
Feedback is a welcome form of exchange which supports ideas given and confirms that the presentation of that message is understood correctly or requires further definitions.



(Accessed 31st August 2018)

<https://is.gd/rgY7SD>

Shannon-Weaver's Model OF Communication



Davidson, A.L., Naffi, N 'Shannon – Weaver model' (accessed 31st. August 2018)

<https://youtu.be/etcIX0aC-4E>

CONCLUSION

The success of the top established companies engaging with the general public for sales in the kitchen and bathroom niches has been honed on a greater understanding of the communication fine-tuning of established theories 'the skills and abilities that individuals bring to a task' (Belbin, 1981) to appeal not only to the pockets of customers, in addition to deep rooted behavioural factors highlighted of targeted within seasonal campaigns. The interaction of managers with Consultants and other staff members is based on a company ideology of quality customer service and mutual support with team members for a desired outcome. Improved performance and ultimately sales. Better working relations can be guided by management through enabling structures which a real to the achievements aspiring to achieve set goals. This supported by

ongoing team group encouragement for a sense on purpose and belonging for a shared value or purpose. Good team leadership in managerial roles will identify common problems such as productivity losses, lack of commitment and even interpersonal differences. By being conscious of the barriers which prevent effective communication managers can overcome things such as the message getting through to the receiver as an objective or task. Other barriers such as attitudes, Physiological considerations and structural designed problems in the distribution of information through technical medias or in face to face meetings, help to reduce miss understandings through ambiguity or information overload.

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