



# **EFFECTIVE TEAMWORKING AND COMMUNICATION**

**CASE STUDY: FLIGHT FOODS LTD.**

# LCLM4003 Effective Teamwork and Communication

## ► ASSIGNMENT 2: Group Presentation

► Mylene Paningbatan

ID No.2435406

• Student

ID No.

• Student

ID No.

• Student

ID No.

Tutor's Name:Tom Hopkins

# OVERVIEW

1: Introduction  
S1

2. Psychological Barrier

3. Physical Barrier

4. Barrier and Solution 3 - Student

5. Barrier and Solution 4- Student

6. Barrier and Solution 5 - Student

S2- 5

# Introduction

- ▶ Flight Foods Ltd. is a company that creates ready meals for airlines, and today we're diving into a real-world story from this dynamic workplace. Our focus is on Gary, a team leader, and his colleagues as they navigate physical and physiological barriers in communication—those obstacles that can quietly slow down productivity and collaboration. By following Gary's experiences, we'll uncover practical strategies to overcome these barriers and discover insights that can help any organization communicate more clearly and effectively.

# 1. Physical Barriers - Table

| Section                      | Content                                                                                                                                                          |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Definition                   | Physical barriers are environmental or structural obstacles (noise, distance, faulty equipment, layout) that block clear communication (Shannon & Weaver, 1949). |
| Problem in Flight Foods Ltd. | Loud machinery, poor layout, broken communication devices, and cold storage rooms cause message distortion and production errors.                                |
| Solutions                    | Upgrade equipment; improve layout; use visual signage; reduce noise; apply the Shannon & Weaver “noise” principle to remove disruptions.                         |

## 2. Psychological Barrier

| Section                      | Content                                                                                                                                                 |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Definition                   | Psychological barriers are emotional or mental states (stress, anxiety, low confidence, assumptions) that distort message interpretation (Berlo, 1960). |
| Problem in Flight Foods Ltd. | Stress due to deadlines, low confidence in new staff, emotional fatigue, and assumptions between departments affect accuracy of messages.               |
| Solutions                    | Provide stress support; build open communication; train in teamwork/empathy; strengthen Source–Receiver relationship as Berlo suggest                   |

# Conclusion

- ▶ Effective communication is the heartbeat of every successful organization. Physical and physiological barriers can quietly slow down teamwork and productivity, but they are not insurmountable. From our case study of Gary and Flight Foods Ltd., we see how these barriers manifest in real-life situations and affect day-to-day operations. Recognizing them is the first step toward clear, efficient communication. By applying practical strategies—like optimizing the workplace environment, improving tools and channels of communication, and fostering awareness of physiological needs—organizations can overcome these barriers and ensure messages are delivered clearly, creating a smooth and productive workflow.
- ▶ In short: When barriers are identified and addressed, communication doesn't just work—it shines.

# REFERENCES

- ▶ Berlo, D., 1960. *The Process of Communication*. New York: Holt, Rinehart and Winston.
- ▶ McShannon, S. and Von Glinow, M., 2021. *Organizational Behavior: Emerging Knowledge, Global Reality*. 9th ed. New York: McGraw-Hill.
- ▶ Shannon, C. and Weaver, W., 1949. *The Mathematical Theory of Communication*. Urbana: University of Illinois Press.
- ▶ Tubbs, S. and Moss, S., 2008. *Human Communication: Principles and Contexts*. 11th ed. New York: McGraw-Hill.

# Psychological (Shannon & Weaver)

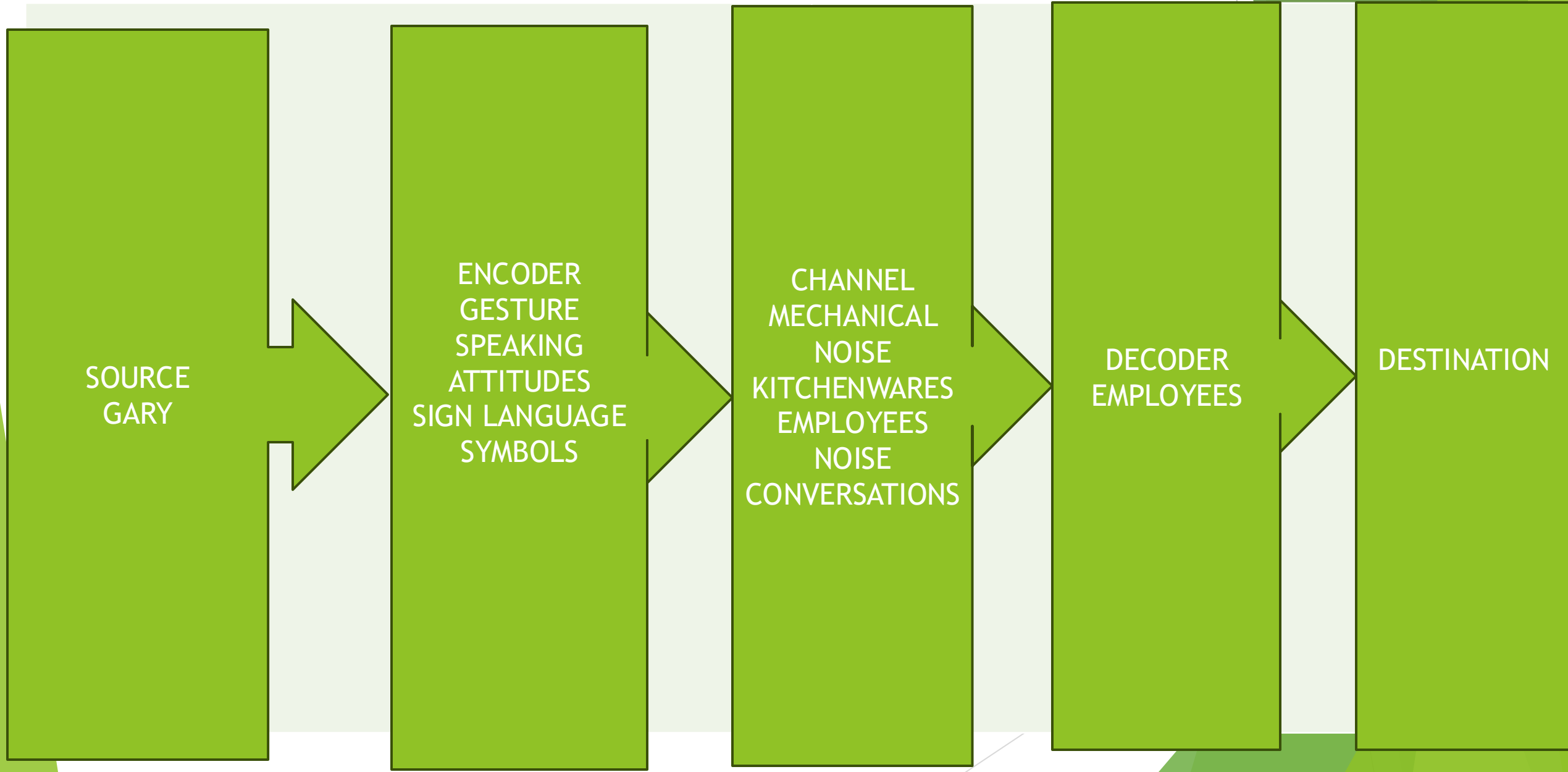
SOURCE  
GARY

ENCODER  
GESTURE  
SPEAKING  
ATTITUDES  
SIGN LANGUAGE  
SYMBOLS

CHANNEL  
MECHANICAL  
NOISE  
KITCHENWARES  
EMPLOYEES  
NOISE  
CONVERSATIONS

DECODER  
EMPLOYEES

DESTINATION



# BERLO COMMUNICATION MODEL

## Berlo's SMCR Model of Communication

