

Communication Barriers at Flight Foods Ltd

- Module: Effective Teamworking and Communication
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- Programme: Cert HE Business Skills for the WorkplaceGroup
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OVERVIEW

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A photograph of an airplane cabin interior. In the foreground, a meal tray is extended from a wall-mounted storage unit. The tray holds a white plate with a cooked fish fillet, two small aluminum foil containers (one with fruit, one with vegetables), a glass of yellow juice, and a small silver fork and knife. The background shows two airplane windows with a view of a sunset or sunrise over clouds. The lighting is warm and soft.

INTRODUCTION

- Flight Foods makes ready meals for airlines
- Customers are complaining about bad food and mistakes
- The main problem is poor communication between staff and management
- We will look at what stops communication and how to fix it
- Source: Case study provided

BARRIER 1 – ENVIRONMENTAL NOISE

What it is: Loud surroundings that make messages hard to hear



From the case:

- Old, noisy machines make it difficult to hear instructions

Theory: Shannon & Weaver

- Noise gets in the way of the message being sent clearly

Solutions:

- Use clear signs and pictures
- Give written rules as well as speaking
- Do training when machines are off

Source: Shannon and Weaver (1948)

BARRIER 2 – LANGUAGE

What it is: When people speak different languages or do not understand words well



From the case:

- Staff speak 5 different languages; most only know a little English
- Gary shouts instead of explaining clearly

Theory: Berlo's Model

- If people do not understand the language, the message fails

Solutions:

- Translate all signs and rules
- Use simple words and pictures
- Teach basic English to staff

Source: Berlo (1960)

BARRIER 3 – AGE DIFFERENCES

What it is: Different views and ways of working between younger and older people



From the case:

- Staff are aged 16 to 60
- Gary feels younger workers do not follow instructions well

Theory: Schramm's Model

- People understand things based on their own life experience

Solutions:

- Train everyone the same way
- Let older, experienced staff help younger ones
- Explain why rules are important

Source: Schramm (1954)

BARRIER 4 – CULTURAL DIFFERENCES

What it is: Different ideas about rules, work and behaviour from different backgrounds



From the case:

- Staff come from 5 different cultures
- Gary does not follow his own rules (dirty clothes, late)

Theory: Cross-Cultural Communication

- Background changes how people understand what is expected

Solutions:

- Treat everyone fairly
- Explain rules clearly to all
- Managers must set a good example

Source: Trompenaars and Hampden-Turner (2012)

BARRIER 5 – EMOTIONAL BARRIERS

What it is: Feelings like tiredness, stress or anger that stop people listening



From the case:

- Gary was tired and rushed
- He shouted and called staff names
- Staff are afraid to ask questions

Theory: Emotional Intelligence

- Bad feelings stop clear communication

Solutions:

- Speak calmly and politely
- Let staff ask if they are unsure
- Check they understand what to do

Source: Goleman (1998)

RECOMMENDATIONS

- ☒ Reduce noise and use pictures/signs
- ☒ Translate all information
- ☒ Train staff properly before they start
- ☒ Respect all ages and backgrounds
- ☒ Managers follow the rules too
- ☒ Always check instructions are understood



Recommendation

CONCLUSION

- Problems happen mostly because of communication issues, not bad staff
- Noise, language, age, culture and feelings all cause misunderstandings
- Using theories helps explain what goes wrong
- Simple changes will make food safer and keep customers happy

A close-up photograph of a hand holding a white marker, writing the word 'Conclusion' in a large, black, cursive script on a white surface. A thick black horizontal line is drawn across the bottom of the word. A faint 'dreamstime' watermark is visible in the background.

Conclusion

Thankyou For
Listening!



reference



REFERENCES

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