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Module Code :BMSW4002

Effective Team Working and Communication

Lecturer name: **Sujeewa Herath**

TASK 2

**Assignment Title: Presentation –
Strategies for Effective
Communication in a Business
Setting**



INTRODUCTION

Effective communication and team working are necessary to develop a sustainable market in today's business. Communication is the key to reaching the external stakeholders of the company and it will help the organization to understand to assess the target audience and their current position in the market.

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THE ORGANISATION

- STAKEHOLDERS

Internal – All employees of Virgin Media

External – Customers (residential and business), potential customers, regulators, governing bodies, credit reference agencies and the Media inc social media platforms





THE ORGANISATION

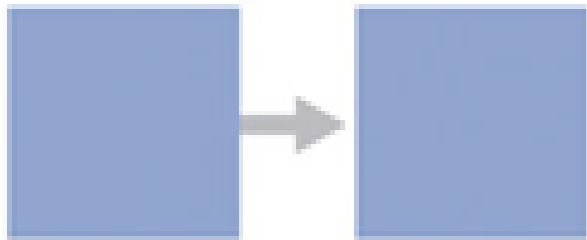
“BUILDING CONNECTIONS
THAT REALLY MATTER”



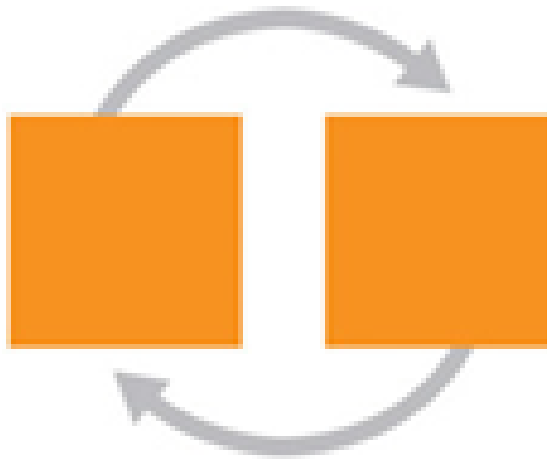
Question 1. How does the organization use the theories relating to models of communication?

- **Models of Communication**
- Linear model
- Interactive Models
- Transactional Models.

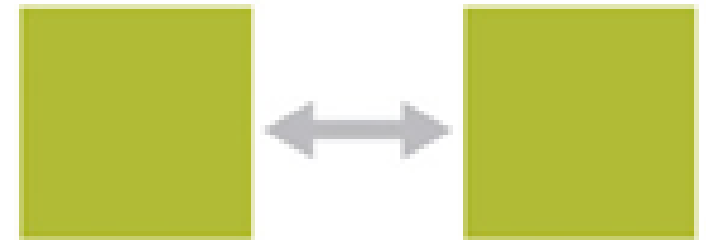
LINEAR



INTERACTIONAL



TRANSACTIONAL



Question 1. How does the organization use the theories relating to models of communication?

VIRGIN MEDIA Model of Communication

The two main factors that impact the communication model of VIRGIN MEDIA is provided below:

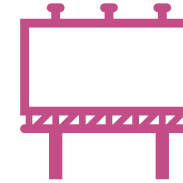
Internet-based organization.

Interactive model of communication with external stakeholders.

Question 2.
What are the
channels of
communication
used by the
organisation and
channels that
can be used to
improve
communication?



Customers



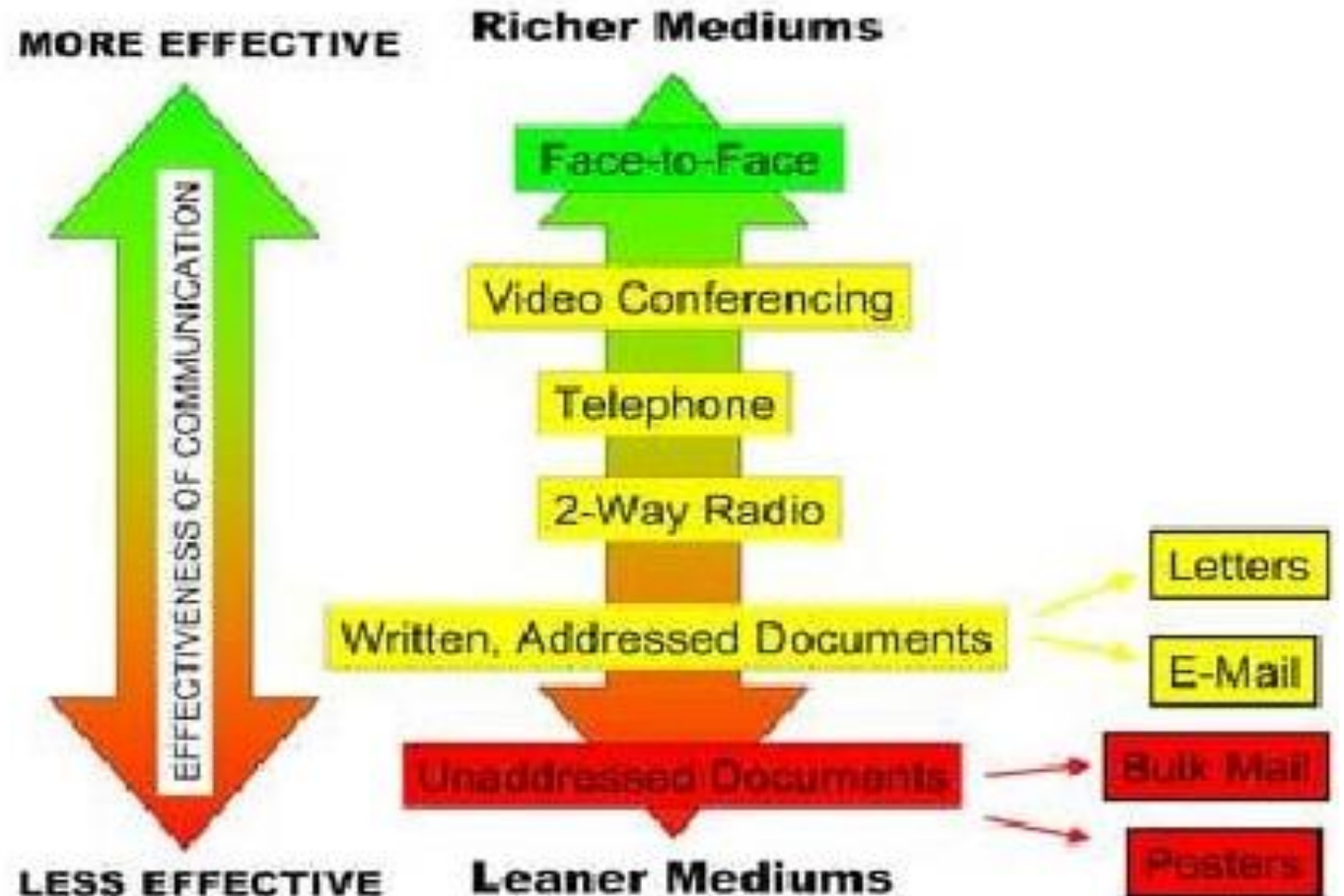
Potential customers



Regulators, Governing bodies,
Credit Reference agencies and
the Media inc social media
platforms

Question 2. What are the channels of communication used by the organisation and channels that can be used to improve communication?

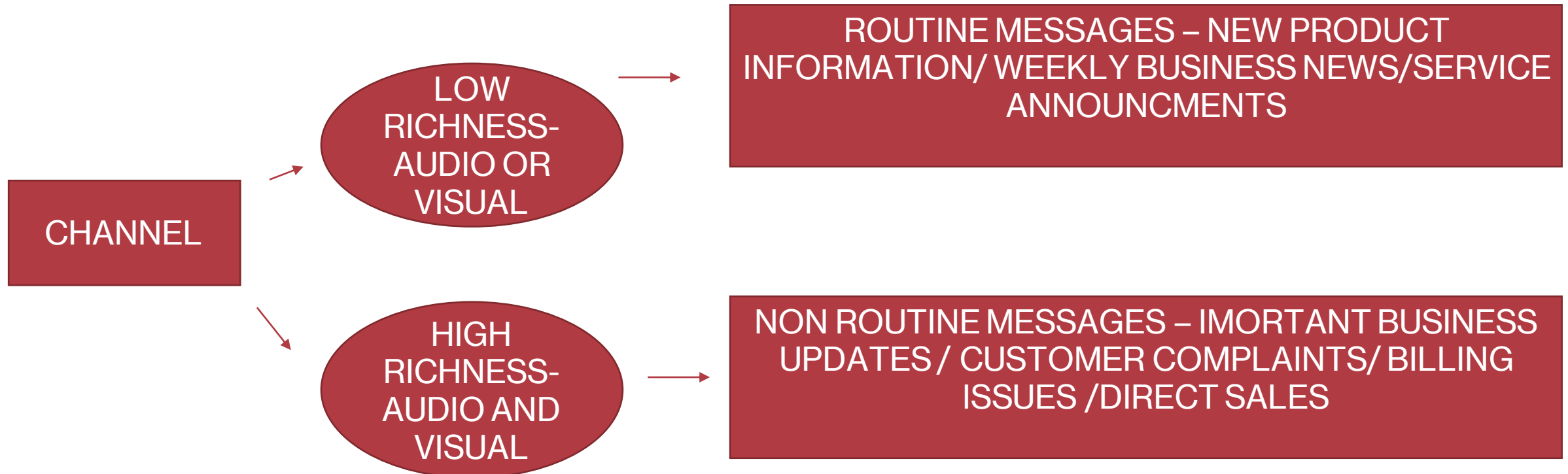
Channel Richness Hierarchy



Richard L. Daft and Robert H. Lengel

Question 2. What are the channels of communication used by the organisation and channels that can be used to improve communication?

- Choosing the right channel



QUESTION 3 - The types of barriers that can prevent effective communication between the organization and their external stakeholders

Lack of Interest

- Both in face-to-face or written communication, the interest of the receiver in listening to or reading between the lines is a necessity.
- If the receiver shows no lack-lustre attitude to grasp the meaning of the message, the intent of sending the message is defeated.

Lack of Knowledge

- If the receiver has little knowledge about the subject-matter of the message sent, he/she fails to understand it in the desired manner.
- Also, lack of expertise in knowledge and semantics on the part of the receiver is also a major barrier in understanding the message.

Lack of Communication Skills

- If the receiver does not have requisite skill to communicate, he/she fails to actively participate in communication process.
- Skills like speaking and writing ability in prescribed language is a must for effective communication.

Conflicting Message

- Both in face-to-face or written communication, the interest of the receiver in listening to or reading between the lines is a necessity.
- If the receiver shows no lack-lustre attitude to grasp the meaning of the message, the intent of sending the message is defeated.

Emotional Distraction

- If the receiver remains emotionally or mentally engrossed in a different thought or found to be affected by any emotional breakdown, worries, anger etc. at the time of receiving message, he/she may fail to receive the message as desired.

Information Overload

- If the receiver is already overloaded with information, he/she cannot receive well the intended message.
- Being pre-occupied with uncleared messages, the receiver misses the true intent of the message sent now.

QUESTION 3 - The types of barriers that can prevent effective communication between the organization and their external stakeholders

- LOCATION
- LANGUAGE
- TIME ZONE
- NETWORK ISSUES
- NOT RECEIVING THE COMMUNICATION
- OUT OF DATE INFORMATION
- ACCESSIBILITY CUSTOMERS
- DISREGARDING THE INFORMATION



Question 4. The impact of effective communication on the organization's business process



How does communication impact the business processes?

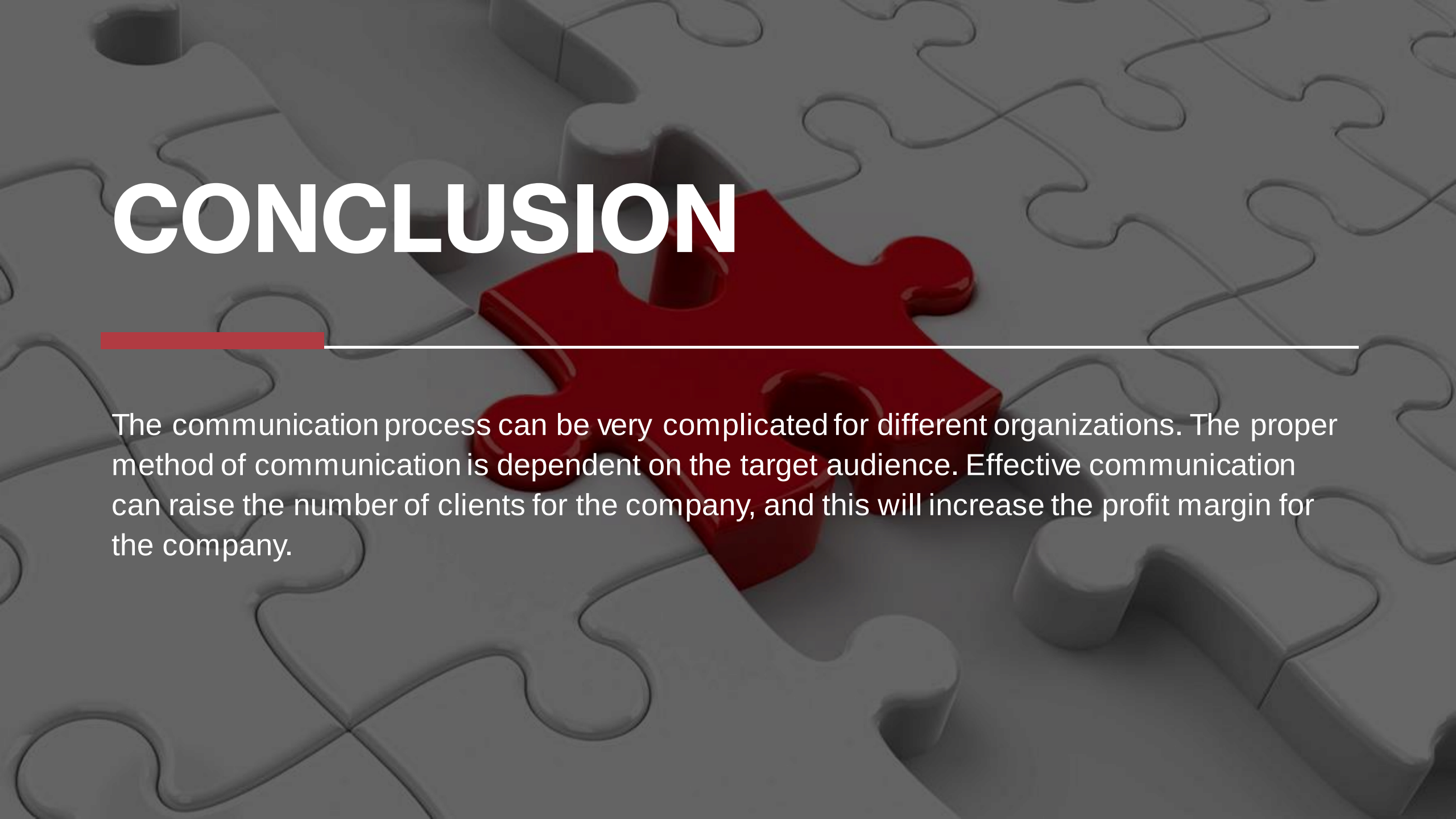


What strategies help to develop better communication?



Sectors to develop for effective communication.

CONCLUSION

A 3D puzzle with one red piece standing out. The puzzle is composed of many grey pieces, and one red piece is placed in the center, slightly raised above the others. The background is a dark grey gradient.

The communication process can be very complicated for different organizations. The proper method of communication is dependent on the target audience. Effective communication can raise the number of clients for the company, and this will increase the profit margin for the company.

Reference List

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Teamwork Evaluation

Team responses.

Who was in your team?

Samantha Emery Petra Iole Fallon Anaida Adamache

What were the key strengths of your team?

Teamwork

What were the challenges that you overcame as a team?

TALENT DIFFERENCES

What would you do differently if you worked as a team again?

More engagement in our work

How would you rate your team working? Out of 10?

10