

Communication

Student name- Andria semedo

Student number- 1817444

Name of the Lecturer- Benedict Maher

Name of the University- Wales Trinity Saint David

Table of Contents

INTRODUCTION	1
MAIN BODY	1
1. Mark's Position.....	1
2. Mark evaluated the context correctly or not	2
3. What communication factors led to the change in the chief executive officer's disposition ..	2
4. How could Mark improve his communication skills	4
CONCLUSION	5
REFERENCES	6

INTRODUCTION

Communication in today's time plays a crucial role for professionals within existing business environment. It has been found that effective communication could lead individuals to not only maintain relations with seniors but, it may also aid in meeting all the requirements of a particular task (*Certificate in Higher Education: Skills for the Workplace Student Yearbook*, 2017). Along with this, it is being analysed that communication could break the relationship as well. This report has been developed for the same to understand the concept of communication and how it may impact upon relationship among the two individuals (Arnold and Boggs, 2019). Present report is going to be enclosed with evaluation of the case study where Mark (top performing salesperson) is going to meet CEO named as Ms. Mills of the pharmaceutical business organisation in which, he is performing. Away with this, report is going to be enclosed with reflective behaviour on the position of Mark and communication factors as well.

MAIN BODY

1. Mark's Position

After considering the presented case study, I can say that being a top sales performer within a company dealing in medical industry is not that easy task. Away with this, I was in the place of Mark I would have thought of the whole scenario in a different manner. Since, Mark already had this knowledge in regards to the behaviour of Ms. Mills, it was pretty much required for him to understand situation that why, she is dealing with him in a leaned manner. If I was there, I have treated her in a normal manner (the way professional people do). What I think over here is that, it is pretty much important for a person to follow professional attitude even when you are dealing or interacting with a juniors within the company. According to Andrew Maund, Michaela Schreik, Paul Tinkler, (2017), it is required for an individual to use all the skills at the time of interacting with seniors. I can say that, I would not perform the mistakes that, Mark has done and what exactly Ms. Mills was looking at was his behaviour just when he got comfortable on all the discussions, which was done by her. Along with this, if I was on the same place of Mark, I would have never loosen up my tie as she her behaviour was pretty much serious, just the way colleagues of Mark told him. Rather than this, I can say that I would be thinking of a particular situation where I can give answers to all the asked questions by Ms. Mills in a professional manner rather then doing such things like crossing legs in front of a senior and

loosening the tie. These are the two unethical activities, which were performed by Mark, which made his impact to go wrong in front of Ms. Mills.

On the other side, I would have utilised attribution theory just before entering in Ms. Mills room. What this theory states that, ordinary people explain the things as they do. Everybody tries to make sense in this social world. People try to find the cause and effects even if they're in none. Attribution theory is the study which comes under the social Psychology, through this theory Heider explains the causes of Individual behaviours and events. The Attribution theory was introduced by Heider but later it was developed by various psychologists and based on this theory various models were attempted to explain the behavioural processes of attribution.

Away with this, it can be said that taking in use of this model I might have dealt with the situation in much more effective and efficient manner. Through this, maximum benefits could easily be gained by me while communicating with Ms. Mills (Chung and et. al., 2016).

2. Mark evaluated the context correctly or not

Based on information given in the case study, what I think of is Mark has analysed the situation very early just when he got comfortable, he loosened his tie and folded his legs in front of CEO Ms. Mills, which impacted negatively upon mindset of her. In here, what I think is that there are a range of different forms listings. Here, it was pretty much required for him to focus on both assertiveness and on concentration level as well, so that maximum benefits could be analysed like what exactly the nature was, of Ms. Mills. On the other hand, it can also be said by me is that Mark did not done the proper analysis and just by looking how she was interacting and leaning to listen what he was sharing with her, affected heavily. This action which was done by Mark i.e. loosened the tie and folding of his legs in front of Ms. Mills brought the CEO to the stage where she started squinting her eyes and asked her assistant to take Mark out of the room (Gilligan and et. al., 2018).

3. What communication factors led to the change in the chief executive officer's disposition

Mark is a good performing salesperson who is working in a pharmaceutical supply company. Cause of good performance, the individual is treated to a trip to the California to meet the Chief executive officer (Kurtz, Draper and Silverman, 2017). From a co-worker mark listen about chief executive Ms. Mills that lady rarely make eye contact, never smiles and disposition being approached unless novice the voice communication. Mark prepare own-self for describing

or transferring the sales strategies and techniques with the lady. On the day of meeting, Mark monitored that the chief executive smiling with kind eyes and shakes hand and told to sit. The lady asked numerous questions regarding individual's success that how they can attain success and growth in the life. What kind of skills and competences are required to provide support to employees so that they can attain their aims and objectives in set period of time or in appropriate manner without facing any issues. The lady asked Marks that how the company fits in with professional goals if the individual needs to future development of the career.

During the time of making all these kind of communication, Mark feel relax and comfortable and the person loosens tie, crosses legs and begins sharing stories that how the individual supervise the team and they have more requirement to incentives and bonuses. These all kind of activities and actions which led to the changes in the chief executive officer's disposition. In starting Mark behave good which is necessary and effective for an employees in front of senior but when the person realise that the lady is not like about predefined behaviour which is described by co-worker, the person behave or communication informal way. Informal communication is the casual and unauthorized form of communication wherein the information and data is transfer spontaneously between two or more individual with out conforming the prescribed official rules, procedures, system, formalities and chain of command (Moore and et. al., 2018).

The purpose of Mark is to meet chief executive to provide information about the products and serveries which are offered by pharmaceutical company. But rather than it, the person make communication about team effectiveness and make it more effective they have need to more money so that they can allotted incentives and bounces. So after analysing it, the person is not good listener and communicator. Good communicator refers to an individual or person who have effective communication skills inn the workplace and it is all about to convey information to people simply and clearly.

Communication factors led to the change in the chief executive officer's disposition

Ineffective communication- It indicates to inefficacious ability of an individual. When they make communication, they do not appropriately communicate and fail in sharing information. Under this kind of communication, the person is also unable to share direct and point to point information (Moss, 2017).

Ineffective listening- This factor affect due to low concentration or not paying close attention to speakers. This factor is also affect the chief executive disposition.

Informal behaviour- This factor is highly affect the disproportion of chief executive. During the time of making communication when Ms Mills behave normally with Mark, the person started to behave informally and it led to change in the chief executive officer's disposition.

4. How could Mark improve his communication skills

Communications skills- It refers to the abilities and competence which can be used during the time of giving and receiving several; kind of information. Within an organisation, this skill is used by the management and employees to share and transfer data to each others. There are 3 major type of communication and they are mentioned as below:

Verbal communication- It is a type of communication within which sounds and words are used to transfer information from one person to another. It is effective communication which is helpful for the management of the company because with use of it they can easily share information by word of mouth in less time period (Siddiq, Scherer and Tondeur, 2016).

Non-verbal communication- It is another type of communication within which there is no use of spoken language. In this kind of communication people and organisations include gestures, facial expressions and body positions. In organisation, the management of the company use written communication for which they use mail, messages, chats and others.

Visual communication- It is another type of communication and it is the transmission of information and data using symbols and images. In this kind of communication, signs, graphic designs, films, typography and others are included to share information and messages.

Ways of improving communication

There are various ways to make improvement in the communication skills which can be used by Mark to make improvement and development in the communication skills so that the person can effectively make interaction. The ways by which the person can make improvement are mentioned as below:

Listen actively- It is the first and important way to make improvement in the communication skills of an individual. If the people make focus on the other individuals view and heard them with all concentration then they can make make improvement and development in their communication skill.

Maintain eye contact- It is another way to make effective communication. By looking the other individual in the eye, it shows that the another person is interested to listen and what the person saying. This also support people concentrated and less disturbed.

Think before speak- Always think before speak because it is not necessary that the people always listen to those views which the person think. So always speak and share that information which is effective and appropriate to the listener.

Don't finish other people's sentences- It is another way to make improvement in communication skills. Within it, the people is firstly listen its audiences then after replying and sharing their views. The individual should not interpret other when they are talking (Siddiq, Scherer and Tondeur, 2016).

As per the defined information, it can be monitored that above mentioned are some ways of improvement by following them Mark can make improvement in communication skills.

CONCLUSION

With the help of above mentioned report, it can easily be said that communication skill basically plays a crucial role when it comes to maintain the relationships with seniors or with juniors as well.

REFERENCES

Books and Journals

- Arnold, E. C. and Boggs, K. U., 2019. *Interpersonal Relationships E-Book: Professional Communication Skills for Nurses*. Elsevier Health Sciences.
- Chung, Y. and et. al., 2016. ENHANCING STUDENTS' COMMUNICATION SKILLS IN THE SCIENCE CLASSROOM THROUGH SOCIOSCIENTIFIC ISSUES. *International Journal of Science and Mathematics Education*. 14(1). pp.1-27.
- Gilligan, T. and et. al., 2018. Patient-clinician communication: American Society of Clinical Oncology consensus guideline. *Obstetrical & Gynecological Survey*. 73(2). pp.96-97.
- Kurtz, S., Draper, J. and Silverman, J., 2017. *Teaching and learning communication skills in medicine*. CRC press.
- Moore, P. M. and et. al., 2018. Communication skills training for healthcare professionals working with people who have cancer. *Cochrane Database of Systematic Reviews*, (7).
- Moss, B., 2017. *Communication skills in health and social care*. Sage.
- Siddiq, F., Scherer, R. and Tondeur, J., 2016. Teachers' emphasis on developing students' digital information and communication skills (TEDDICS): A new construct in 21st century education. *Computers & Education*. 92. pp.1-14.

Online

- Certificate in Higher Education: Skills for the Workplace Student Yearbook*. 2017. [Online]. Available through: <https://books.google.co.in/books/about/Certificate_in_Higher_Education_Skills_f.html?id=cUj6swEACAAJ&source=kp_book_description&redir_esc=y>.