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University of Wales
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Certificate of Higher Education in Skills for the Workplace

Effective Teamworking & Communications

(LCLM4003)

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Introduction

Business communication is the method by which information, ideas, directions, and feedback are exchanged between individuals in a business entity and other parties involved outside the business entity. Flight Foods is a catering company for airlines, which has faced a drop in its market share because of recurring complaints by the customers regarding the quality and safety of its food items. The problems mentioned include poorly cooked food, improper packaging, and meat in vegetarian food items. These problems were analyzed through a consultancy firm, which found several weak areas in the communication, training, food handling, and management processes of the company.

This presentation will analyze the major issues that have been observed in the case study with analysis on the communication barriers based on Schramm's model of communication, the failure in ensuring proper food safety and hygiene, and operational issues that affect the quality of the products. The effects of these problems on the business will be evaluated along with some potential solutions to solve them.



About the Flight Foods Ltd



The problem Flight foods has is that decreasing market share caused by frequent customer complaints regarding the quality of the food served and its safety. The firm has had to employ a consultancy service to solve this problem.

- Food safety
- -Raw food, Meat in vegetarian foods, Improper packaging, Chicken left to warm overnight, Cross-contamination hazard
- Personnel Problems
- -Lack of induction training, Language problem, Young employees misunderstanding instructions, Cultures lacking communications
- Management Problems
- -Improper supervision, Production over safety, Lack of food safety system, Old equipment

Management failures

- No formal induction and training.
- No food hygiene training before work.
- Poor staffing decisions.
- Outdated machinery.
- No monitoring.
- No quality control.
- Poor leadership.
- Poor maintenance to machinery.
- Failure to lead by example.

Food Hygiene Failures (Gary)

- Observation
- Dirty fingernails with grease
- Needed a haircut
- Dirty uniform
- Lack of sleep
- Used public transport in dirty uniform
- Touched chicken with bare hands
- Why it is a problem
- Possible contamination
- Hair contamination risk
- Bacteria transfer
- Reduced concentration
- Additional contamination
- Cross contamination

Communication Barriers

Five different language groups exist which makes communication between the teams difficult as they cannot understand each other. English signs which certain workers can't read. Extremely loud machines , On the job training only which some workers will not be able to proceed with as English not being their first language, makes it hard to follow the training. Language barriers which makes communication and teamwork difficult leads to inefficient work to be done. No visual demonstrations leads workers to have no idea on how to proceed and unable to work.

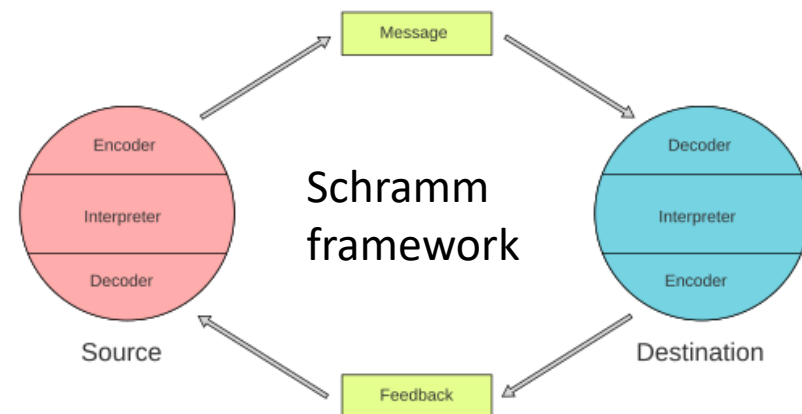
Environmental noise	Language	Age	Cultural	Emotional
➤ Due to the factory being old, most of the machines have been running for a while and are said to be noisy. ➤ The loud factory environment causes staff to have to shout to each other increasing the chance of mistakes/ miscommunication.	➤ Many of the staff are immigrants from 5 different cultural groups with no common languages too communicate to others with. ➤ Many are only partially able to speak English. ➤ Gary is only able to give out instructions in English which means some workers cannot fully understand him.	➤ The younger staff may have little/ no previous work experience in the environment and may have needed more training and specific instructions. ➤ Gary attempts to communicate to all the staff in the same way which would definitely not be suitable seeing as they wouldn't all have the same amount of experience.	➤ Food hygiene standards may be different to what they might be used to which makes instructions harder to follow especially without formal training. ➤ Staff are from different cultural backgrounds and probably have different expectations and habits in a workplace.	➤ Gary says he is "running around in this madhouse" trying to give the staff training. ➤ Because of the stress and pressure that Gary could be feeling he could come across in a negative manner to the staff when trying to communicate to them.

Food safety violations

- Chicken stored in room temperature which leads the meat to go off.
- Dirty clothes which makes the areas even dirtier and more unclean. Unhygienic hand-washing which can lead to cross contamination and germs spreading.
- Contamination by hair in the food leads customers to feel sick and question the health and safety of the business.
- Faults in packaging which damages the products causing even more customer dissatisfaction
- Cross contamination.
- Meat in vegetarian foods. Improper handling of raw chicken.
- Food not being properly cooked.
- Hair management being ignored which could also lead to contamination.

Theoretical Framework

- ❖ According to Schramm's model of communication, Gary acts as the sender who conveys the information regarding food hygiene through verbal and written communication. However, many of the workers do not understand English and come from varied cultures; therefore, it becomes difficult for them to decode the message conveyed by Gary. In addition, the factory's noisy environment interferes with communication, and there is very little emphasis on feedback to verify the accuracy of the message being sent.



Strategies to Overcome Barriers

To improve food safety, Gary must do this: all the workers must have undergone training on food hygiene before going to work; strict personal hygiene must be observed (wearing clean uniforms, use of hairnets, washing hands, and having short and clean fingernails); temperature of food must be checked regularly using thermometers; proper storage of meat; and no cross contamination where there is separation between raw and cooked food items and also meat and vegetarian dishes.

Gary should use multilingual training material, use visual communication like pictures and colour coding, and test employees' comprehension skills through demonstration and feedback for improving communication. Having training classes away from the noise of machines and using bilingual trainers would be helpful in overcoming communication problems.

For efficient operation, Gary should ensure SOPs are in place, so everyone uses the same method; arrange regular refresher training; improve supervision on the shop floor; enable employees to report any issues without being threatened or punished; and work with the management to dispose of faulty equipment causing noise and inefficiency. The introduction of an internationally accepted food safety management system such as HACCP will be useful in detecting, monitoring, and controlling food safety hazards.

CONCLUSION

Flight Foods' declining performance is caused by poor food hygiene, ineffective communication, inadequate staff training, and weak management practices. By introducing proper food safety systems, improving staff training, and strengthening supervision, the company can improve food quality, protect consumers, and regain airline confidence. To begin to get around the problems they are facing, flight foods should have multilingual communication methods in place as well as looking to improve supervision.

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