

Effective Team Working and Communication

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Module title: Effective team working and communication

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- **1.0 Introduction**

When all associates collaborating with each other, each doing their own part but at the same time coordinating with each other is called teamwork. A team cannot perform well without cooperating with each other. Teamwork is important for a business to be successfully running. In order to have a long and good professional life, one who should be working efficiently in a team. In today's world business requires new ideas. Teamwork helps employees exchange ideas with each other which improves the efficiency of the organisation. The act of conveying information for the purpose of creating a shared understanding is called communication (Galegher *et al.*, 2014). Communication is a key process in the workplace. A company cannot function without communicating with each other.

No departments in a company work individually and all of them need to communicate with each other to achieve a specific goal or task. Gordon Ramsay Holdings is a partnership business between Gordon Ramsay and his father-in-law Chris Hutcheson. It was founded by Gordon Ramsay in 2006 in London. A lot of restaurants are owned worldwide by Gordon Ramsay Holdings. Communication at a restaurant is very important (Habermas, 2015). The waiter should have good communication skills to successfully communicate with the customers.

- **2.0 Types of Communication**

Verbal Communication- This form of communication is done by the exchange of words between two or more individuals. Proper use of words should be used by the sender for the receiver in order to make the process complete. Verbal communication is incomplete without feedback from the receiver. Oral communication is a form of verbal communication. A message should have a meaning for the receiver to understand and to communicate back. Spoken language is basically referred as verbal communication. The sender and the receiver should speak the same language in order to communicate verbally with each other. Verbal communication is also the most commonly used form of communication.

Non-Verbal Communication- Any form of communication which does not involve spoken words is called non-verbal communication. It takes place through emails, text messages, fax, reports, and pamphlets. It involves the use of eye contact, gestures, touching, and posture. Negative body language by an individual creates a negative form communication. Folded arms, clenched fists, rolling eyes, finger-pointing are the other forms of negative body language. Non-verbal communication is used by infants to adults.

- **2.1 Verbal Communication**

Spoken words through mouths between a sender and receiver is called verbal communication. Verbal communication usually happens face-to-face. Verbal communication can also take place through a phone call or video calls. An individual should have good command over the language in order to have good verbal communication. Making noise or screaming is not considered to be a verbal form of communication. Words of appreciation from the management boost the level of confidence of the employees. Hearing appreciating words from the manager seems more genuine than impersonal emails and, therefore increases the productivity of the organisation (Lemonnier, 2016). Having regular group meetings with the employees, where verbal communication plays an important role, is very important to generate teamwork and motivate the employees.

In order to sustain a successful business the higher officials should communicate effectively with the employees and the employees in return should communicate with the management. In the workplace, business meetings are the most common way of verbal communication. For a Sommelier, communicating verbally becomes very important, as it is the one who tastes the wine in fine dining restaurants and communicates to the staff verbally about the quality of it. If the communication between the Sommelier and the hotel management fails then that would lead to bad quality of wine being served in the restaurant. Gordon Ramsay Holdings has a huge number of employees and should have effective communication strategies in order to function properly. The waiters in the restaurant should communicate well with the Sommelier about the kind of wine to be served to the customers. The communication gap between the two can lead to a compromise on the quality of the wine or the food items.

- **2.2 Non-Verbal Communication**

It is also said that actions speak louder than words. It is often used while having verbal communication. Body language, facial expressions are also considered to be non-verbal communication. The two main aspects of it are as follows:-

- **Posture-** The way to sit or stand while having a conversation becomes very important. The body and the face should be facing the person during a conversation or it would create a negative impact on the receiver about the sender. If the sender is leaning towards the receiver it is communicating with then it depicts that the sender is highly interested.
- **Gestures-** Opening your palm and nodding your head are simple gestures that add a positive impact to a conversation. Moving the hand while having verbal communication can explain the emotions of the sender more prominently (Phutela, 2015). Having eye contact between the two persons is very much essential for proper communication.

Non-verbal communication at a workplace is also important as verbal communication. It is not always possible for a Sommelier to communicate with the restaurant's management verbally about any issues regarding the quality of the wine or any problem related to the restaurant. It can use emails, reports, fax, and memos to communicate with the management. The waiters serving at the Gordan Ramsay Holdings Restaurant should have good body language. The customers are attracted by nice and positive gestures and expressions (Cooke, 2016). A smile while serving the waiters can prove to be very effective both for the waiter and the restaurant.

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- **3.0 Theories of Communication**

Shannon-Weaver Model of Communication- It is one of the most important models of communication. It is basically a mathematical theory of communication developed by Shannon-Weaver who was a US mathematician. This model is referred to as information theory in engineering.

Berlo's Model of Communication- This theory of communication has six stages which are the communication source, encoding the message, message, method of delivery of the message, decoding and receiving.

Schramm's Model of Communication- This model of communication is composed of suitable symbols and signs, which is the encoder, to be communicated to the receiver who will give feedback to the sender.

• 3.1 Shannon-Weaver Model of Communication

This model of communication shows the process of communication between the source and the destination. Shanon wanted to transmit signal from source to destination through a transmitter and receiver with a minimum amount of interference (Rogers and Valente, 2017). This model of communication has 7 elements which are as follows:-

- The source of the information chooses a particular message which can be of any form.
- The Encoder changes the messages into a signal.
- The Message is the main part that is sent and received which defines the communication.
- The medium is also called the channel which reaches through the transmitter.
- The Decoder changes the signal back into the message.
- The place is the destination where the message is transmitted.
- The error is the unwanted noise that is added to the message.

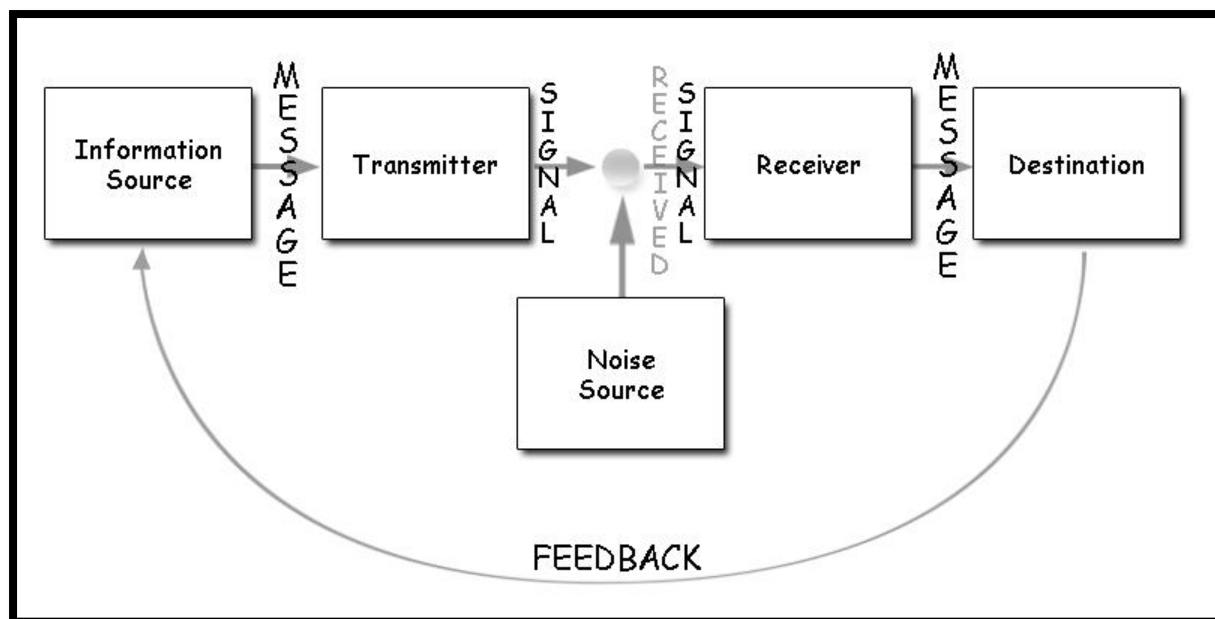


Figure 1: Shannon-Weaver Model of Communication

(Source: Gillespie and Schiffman, 2018)

This model of communication takes place in the everyday life of the people. This model can be applied in the restaurants of the Gordan Ramsay Holdings. The source of information which is transmitted from the customers is the order given to the Sommelier. The Sommelier who is the

receiver decodes the message of the customer and reaches the destination. The receiver acts according to the message of the sender. When a customer orders a food it reaches the Sommelier through a series of noise sources. The noise source can be in the form of ambiance sound or music playing in the background. The message gets interrupted due to this kind of noise source. When the message finally reaches the receiver after decoding, it gives feedback to the customer (Watson and Hill, 2015). In a situation where the food is ordered and consumed by the customers, the waiter comes with a bill and this case the source of the message and the transmitter is the waiter and the message reaches the customer who is decoder and the receiver.

• 3.2 Berlo's Model of Communication

This model is also known as the SMCR model which stands for Source, Message, Channel, and receiver. The creator of the message is called the source. The message is transmitted in the form of symbolic code. The medium which brings the message to the receiver is called the Channel. And it finally reaches its target which is the receiver. Element, content, structure, treatment, content, and code defines the expansion of the message. The main advantage of this model of communication is that it can reach public, mass communication, written communication, and interpersonal. Thinking that communication is a static phenomenon is the weakness of this model of communication (Greenberg and Salwen, 2014). This model does not have any feedback and non-verbal communication is not considered.

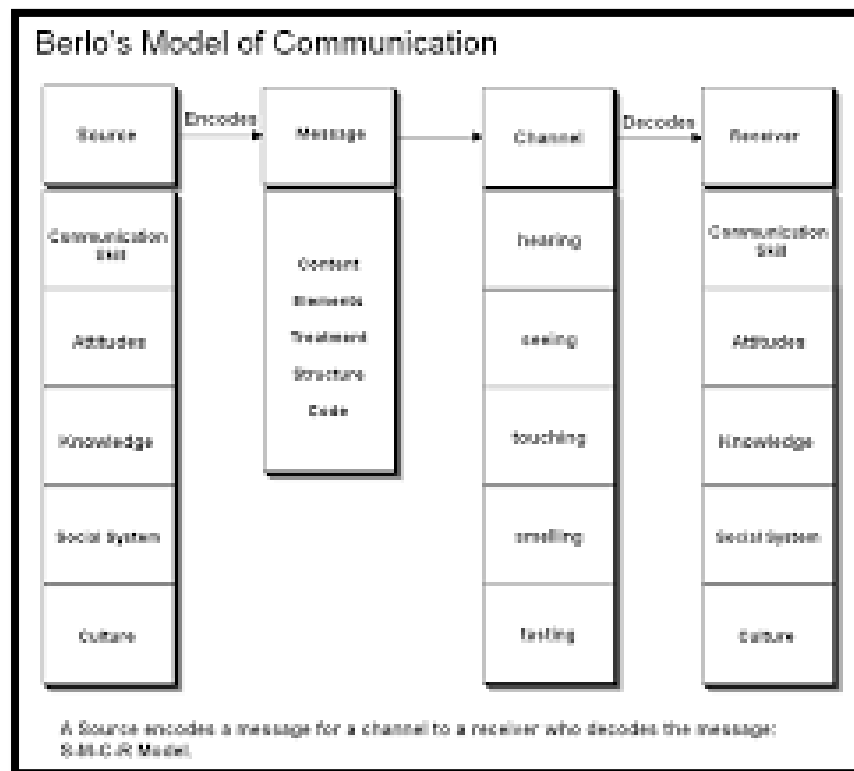


Figure 2: Berlo's Model of Communication

(Source: Watson and Hill, 2015)

In a restaurant of Gordon Ramsay Holdings, this model of communication can also be applied. The same situation can be used to describe the application of Berlo's Model of Communication in the restaurant. When a customer places an order in a restaurant, who is the source, should have good

communication skills in order to communicate its message to the Sommelier. The attitude, knowledge, social system and the culture of the source are very important. The message encoded by the customer to the waiter should have proper content and elements. The message can be conducted verbally or non-verbally. When the waiter brings the food for the customer, it tastes the food and gives feedback to the waiter. This model can also be used to define the communication between the employees and the management of the restaurant. In case of a meeting, the management becomes the source initially and the employees become the receiver. The channel can be in the form of touch or see (McQuail and Windahl 2015). When the employees give feedback to the management in a meeting, it becomes the source of the message and the management becomes the receiver.

- **3.3 Schramm's Model of Communication**

This model of communication is a cycle of communication having all the basic principles of communication. This model has a definitive approach to and explanation of communication. The exchange of information, attitudes, and ideas is determined by this model's communication. This cyclical model believes that communication is a two-way street. In order to complete communication, there should be at least two recipients. The message is the other element, which contains in a process of communication (Bonnema, 2014). When the sender and the receiver are the same then it is called intra-personal communication.

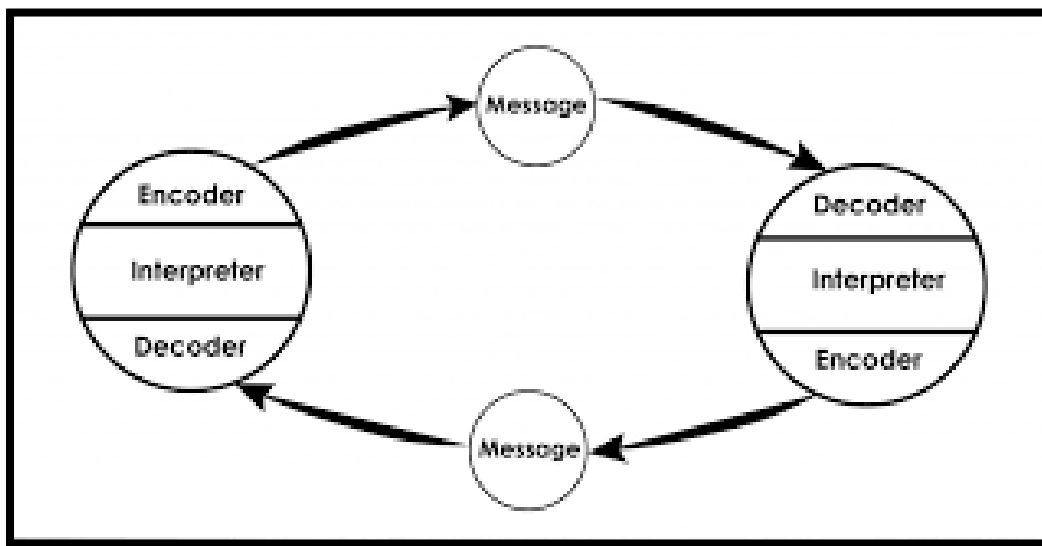


Figure 3: Schramm's Model of Communication

(Source: Finne and Grönroos, 2017)

In this model the recipients play an important role throughout the communication process. In a workplace like a restaurant of Gordan Ramsay Holdings the recipients who are mostly the Sommelier or the waiters need not only to absorb the message by the customers but also receive the message and respond to it. The reply from the waiter to the customer after receiving the message is the feedback. The feedback can be verbal or non-verbal like an appreciating word or a smile which becomes a non-verbal communication. Good feedback by the waiter or vice-versa can improve the efficiency of the sender. When food is served and consumed the waiter comes for feedback from the customer. The feedback from the customer can be verbally or in a written form.

- **4.0 Conclusion**

This report has discussed how teamwork is important in any organisation to function properly. It develops organisations effectiveness and productivity. Communication is also important among the employees of the organisation. Good communication between employees can be very productive overall. Communication can improve the skills of employees. Both teamwork and communication are important for a business to function properly. Verbal and non-verbal both kind of communication is important at workplace. Both the sender and the receiver should have good communication skills in order to complete the process of communication. The different models of communication as it was stated above show how it can be used to define the process of communication in Gordan Ramsay Holdings.

- In class room exercise

Q3. THE MODEL OF COMMUNICATION WHICH I THINK
 Q4. THE PROFESSOR SHOULD USE IS THE SHANNON-WEAVER
 BUT ALSO SCHRATTIN'S MODEL IS GOOD AS WELL BECAUSE
 WHEN I SEND AN ENCODER MESSAGE THE RECEIVER
 SHOULD BE ABLE TO DECODE THE MESSAGE.
 IF THE PROFESSOR USE AN MODEL OF COMMUNICATION HO
 UNDERSTOOD THE CULTURE AND LANGUAGE OF THE SOCIETY
 WILL BE EASIER TO MAKE HIM SELF UNDERSTAND.
 IN THIS CASE DECODERS (THE VILAGE) DON'T DECODE
 THE MESSAGE.

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Effective Team Working and Communication – Term 1
 BMSW4002
 In-class exercise 2

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?
2. Do you think Mark accurately evaluated the context? Why or why not?
3. What communication factors led to the change in the chief executive officer's disposition?
4. How could Mark improve his communication skills?

1. IF I WILL BE IN MARK'S POSITION AND I WILL HAVE THIS BIG CHANGE I WILL TAKE THE SITUATION MORE SERIOUSLY I WILL ASK MORE FOR MY KNOWLEDGE AND I WILL ANSWER PROFESSIONALLY. I WILL TALK TO ALL STAFF WITH MORE RESPECT. I WILL MEET WITH MY COLLEAGUES DESCRIBE ALL STAFF BECAUSE IN THE FRONT OF ME I WILL BE A CHIEF EXECUTIVE DIRECTOR SO I HAVE TO SHOW RESPECT AND PROFESSIONALISM.

2. I WILL PREPARE MYSELF LIKE MARK DID BUT I WILL DIFFERENTLY NOT LOOSE MY TIE OR CROSS MY LEGS BECAUSE THAT MEANS LACK OF RESPECT. MARK WAS NOT ADOPTING A HEALTHY COMMUNICATION STYLE, HE DIDN'T PROVIDE A HELPFUL FEEDBACK AND WAS NOT A GOOD NON-VERBAL COMMUNICATOR.

3. SHE LOSE HER DISPOSITIONS WHEN HE LOSE HIS TIE AND CROSS HIS LEGS. BODY LANGUAGE WAS WRONG AND HE DIDN'T ADOPT A HEALTHY COMMUNICATION STYLE.

4. MARK COULD IMPROVE MORE BEING ENGAGED IN LISTENING TO MAKE SURE HE WAS UNDERSTOOD AND TO USE A PROFESSIONAL STYLE TO ADOPT A GOOD NON-VERBAL COMMUNICATION. HE SHOULD BE POSITIVE AND RESPECTIVE, TO DELIVER HIS MESSAGE IN THE PROPER CONTEXT BECAUSE HE WAS ASKING FOR BONUSES INSTEAD OF ENGAGED ABOUT THE SUBJECT.

Lecturer's comments: Well done for engaging in the in-class activity. Use capital letter 'I' and not 'i'.

Lecturer's signature: Mafusa Date: 23/08/19.

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Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

Student Name: NASTASA ANA-MARIA Student ID: 1815910

Ex.1. Read the following passage and answer the questions.

The professor and the village people

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:

'The edifice is being consumed by a great conflagration!'

'The edifice is being consumed by a great conflagration!'

The village people looked at him and continued doing what they were doing.

'Don't you understand?' He said. 'The edifice is being consumed by a great conflagration!'

They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept. The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept.

'But Professor, why didn't you say that your house was on fire? We would have helped.'

Q1: Why didn't the village people help the Professor?

Q2: What should he have done to get them to help him?

Q3: Whose model of communication do you think can explain this situation?

Q4: Why?

Q1: THE PEOPLE FROM VILLAGE DONT HELP THE PROFESSOR BECAUSE THEY DONT UNDERSTAND WHAT HE SAY. THE PROFESSOR USE A VERY ELEVATE TYPE OF COMMUNICATION FOR THIS PEOPLE FROM VILLAGE. HE DONT UNDERSTAND THE CULTURE OF PEOPLE THAT'S WHY THE TYPE OF COMMUNICATION IN THIS CASE IS BERLOS MODEL AND OFCOURSE IT MISSING THE FEED BACK.

Q2: TO HAVE THE HELP FROM THE PEOPLE FROM VILLAGE HE SHOULD USE A TYPE OF COMMUNICATION MORE EASY OR TO UNDERSTAND THE CULTURE OF PEOPLE TO USE THE SHANNON - WEEVER MODEL AND THEN THE FEED BACK FROM VILLAGE COME EASIER.

Lecturer's signature: _____

Mafwa

Date: 26-07-2019

31.07.19

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ANA-MARIA NASTASA 1815910

Ex.2. Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing

- Say what you have observed and like about his communication skills

- Tell him why you think he would be an asset to the team

To: Jack Daniel <jack.daniel9@gmail.com>

cc: All Staff

From: Director of Communications Ana-Maria Nastasa

Subject: Welcome to our training!

Dear Jack Daniel!

It is a pleasure to welcome you to the team of Gordon Ramsay. We are excited to have you join our team, and we hope you will enjoy working with us.

On the last Saturday of each month we hold a special staff briefing about skills and the next one will be about communication. We believe in your skills and that's why we're inviting you to meet all our senior staff here on 31st July. Other new stuff members you will receive an email regarding the same with further details. If you have any questions during your training period, please do not hesitate to contact me.

With regards, Yours sincerely,

Ana-Maria Nastasa

Lecturer's signature: _____

Mafwa

Date: 31.07.19


Trinity Saint David
LONDON

Effective Team Working
BMSW4002
In-class exercise 2

Student Name: AHA TARA - HASTASA Student ID: 1815910
 Time allocated: 1 hour.
 Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

Ex.1. Read the following passage and answer the questions on the next page.

Case Study: A Day With The Chief

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms. Mills is known around the office as the "Wicked Witch of the West" because of her short and sometimes abrasive demeanour.

Mark's co-workers share "horror stories" of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation. Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills' assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit.

Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills' eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Lecturer's signature: Ahava Date: 16/08/2019
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