

University of Wales Trinity Saint David

Effective team working and communication
(BMSW4002_ION)

Assessment one

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INTRODUCTION

On this second term, we are studying and focusing about effective team working and communication. It's one of the most important parts in the company, and learning these skills will not help us just professionally, it will also have a big contribution in our personal life.

I will write about effective team working and communication benefits, how learning these skills will help us to have a healthy relationship in a company as part of a team according with the communication models, I will review in class exercise and give my opinion about problems encountered at work and how could be improved.

COMMUNICATION

What is communication?

Communication is the act of sending information from a transmitter to a receiver. This is the definition we will find when researching for communication.

Historically, communication has gone over a wide evolution since the beginning of life but the formula has always been the same and it's not limited just to humans, it is used by most forms of life.

Usually, the act of communication will follow a process and vary according to the communication models, complete at least most of it, and it's the following:

Sender: or transmitter, where the information origins.

Message: the communication content.

Encoding: the process of turning the message into information.

Channel: the method used to deliver the information

Receiver: the destination of the message.

Decoding: analysing the information and find the meaning

Feedback: remit and answer, starting the process again. Depending on the type of communication, this step could be used or not.

Types of communication

Verbal

In Quintanilla's words (2020), "Verbal communication encompasses both our words and our verbal fillers (e.g., *um*, *like*)". So, we can say that verbal communication is the information we transmit using a spoken channel.

Written communication

Referred to the use of our written language, e.g., letters, books, magazines.

Nonverbal communication

This type of communication is referred to all the information transmitted without a spoken or written channel, e.g., body language, gestures.

Listening

I want to point first the difference between listening and hearing, while hearing is the reception of sound; listening is the ability to accurately decode a message while communicating. According to Sypher, Bostrom and Seibert (1989) "listening plays an important part in the communication process" they also mentioned that this receives little attention from study researchers.

Active listening

This is a skill that usually takes time and dedication to master, and plays a major part to achieve effective communication.

Organizations started to be aware of the importance of effective listening back in the 1980, they realized that inefficient listening helps adding costs and reduce productivity, as an individual, the lack of listening ability will have a repercussion either personal and professional, stopping your own success (Sypher, Bostrom and Seibert, 1989).

To achieve active listening, we need to involve our senses and keep an open mind, keep attention to the person talking and give feedback either as a verbal or nonverbal communication, trying to no interrupt.

Types

Informational listening: Putting all our attention, listening to learn and acquire more knowledge.

Critical listening: We use this type of listening when we need to make a decision and evaluate a situation.

Empathic listening: Keeping our attention on how the speaker feels, trying to understand his emotions while listening.

Understanding the above concepts, we can now talk about professional communication skills.

EFFECTIVE WORKPLACE COMMUNICATION

We need to think about how we will use our communication skills to succeed professionally.

According to Quintanilla (2020) we should research and develop our professional communication skills according to our desired career, those skills will help us being more competent and gain visibility amount other candidates.

For example, my desired career will have involved sales, finance and investments; I will have to develop and train appropriate eye contact, speeches, gestures, postures and clothing.

Types and benefits

In the Freemont college in California at their website they have listed tips for effective workplace communication and they are:

Communicate face-to-face: to avoid misunderstanding as now days most of the company communication is by email. Is also an opportunity to visualize their nonverbal communication to understand the real meaning of their messages.

Avoid being personal with co-workers: keeping our professional profile at the company, be friendly without displaying your personal information or emotions as this may make us lose credibility.

Use verbal and nonverbal communication: a good way to practice our effective communication skills.

Listen: a conflict could be product of hearing instead of listening, a I mentioned before is better to keep a professional profile and understand what is being communicated.

Offer positive feedback: let your co-worker know how they are performing in a positive and constructive way.

Let's see now the different models of communication.

MODELS OF COMMUNICATION

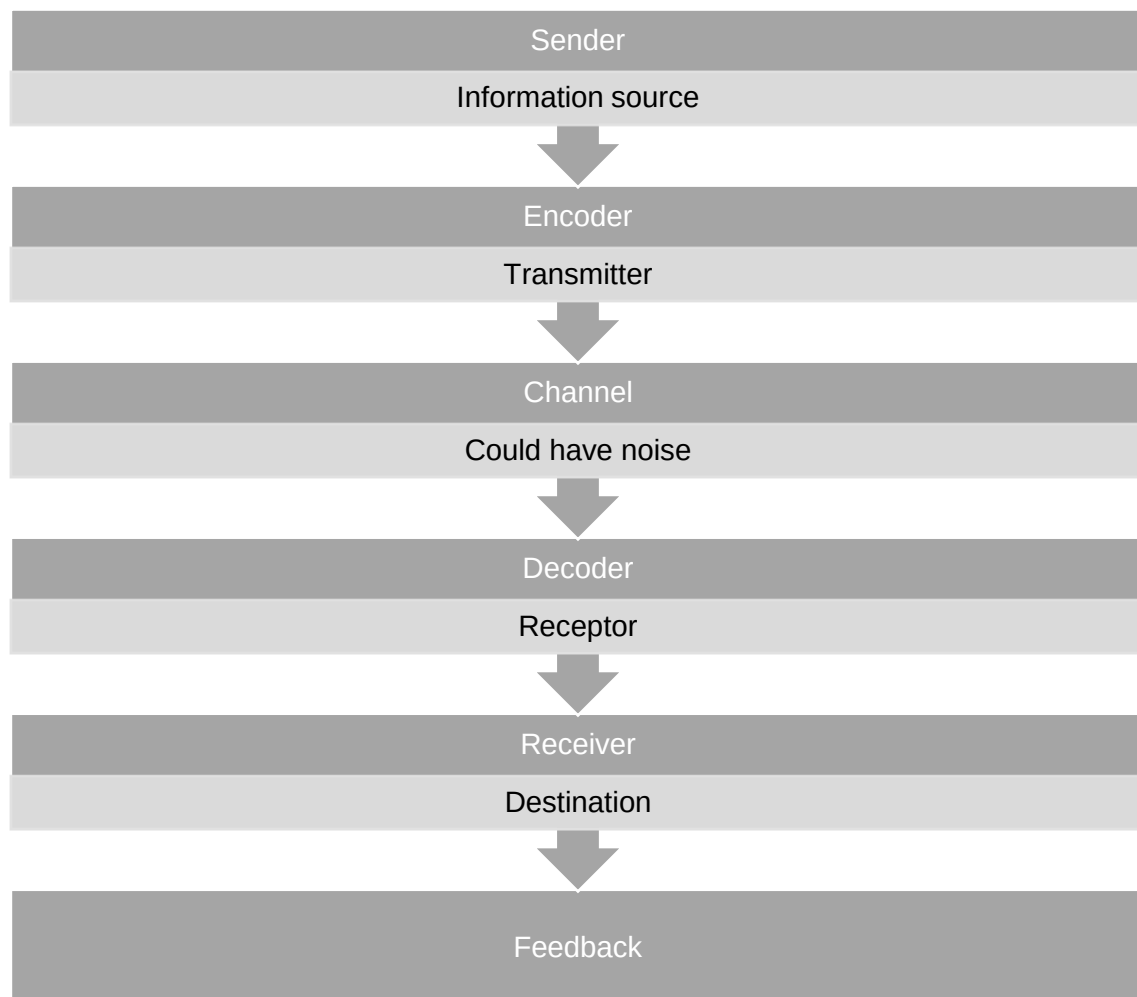
Shannon and weaver (1949)

History

Claude Elwood Shannon was an American mathematician and electronic engineer and Warren Weaver was an American scientist, both created their theory called “A Mathematical Theory of Communication” also known as “Shannon Weaver model of communication”, the model was designed to develop and improve the effective technical communication mostly for telephonic communications, later was considered the mother of all models. (Businesstopia.com, 2018)

Concepts

The concept is the same as the previously seem in communication adding an extra factor, “noise”, in this case known as the disturbance that does not allow to receive the original meaning of the message. On this model, communication is completed when the message reaches the destination following a lineal process.



Explanation

Using the model, supposing a call between two friends; the sender will originate a message and send it over the phone to the other person. In this case the phone will act as a transmitter and will encode the message, using the air as channel. On the other side, the friend's phone will act as a receptor, decoding and transmitting the message to the destination. There could be noise, in the form of network interference, impeding the delivery of the original message.

Disadvantages

According to Shannon and weaver, we can find three tiers:

- Technical problems: problems that may occur or appear when using technology, reducing the communication ability.
- Semantic problem: The different understanding of the message, when the receiver understands a different meaning from the original message.
- Effectiveness problem: Referred to the effectiveness of the message.

Advantages

- Adding the “noise” to the concept helps to develop better and effective communications, as is easier to detect and understand problems.
- According to the model, we will be able to measure the communication.
- A two-way process being able to apply it to general communication.

Schramm's model (1954)

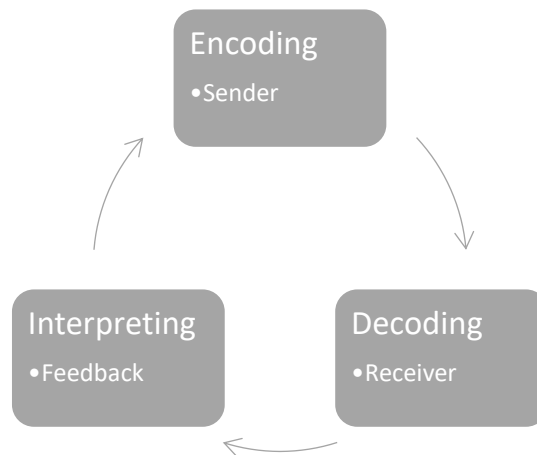
History

Charles Egerton Osgood was an American psychologist involved in the development of the Osgood-Schramm model of communication (Study.com).

Wilburn Schramm was a doctor in English literature, also known as “One of the founding fathers of Mass Communication field.” (Rahmanjmc, 2015), created the model using some of Shannon and Weaver model of communication (1949) concept.

Concept

Schramm's model uses Shannon and Weaver structure with only three steps. In order to complete the communication in an effective way, the receiver must understand the message exactly as the sender means, making it a circular process. It looks as follow:



According to Shramm's model, following a talk between two friends, the process starts when encoding the message at our brain in the form of language, then the other person receives the message and starts decoding the of the message, understand what the sender's real meaning is, and give feedback accordingly, completing the communication process effectively.

Disadvantages

- Personal circumstances: Does not recognise that communication level can be different.
- Limited: Is not aimed to mass communication.

Advantages

- Feedback: We are able to know what the receiver thinks in response.
- Recognizes communication complexity: This model will help us develop communication skills as we must understand the meaning of the message.

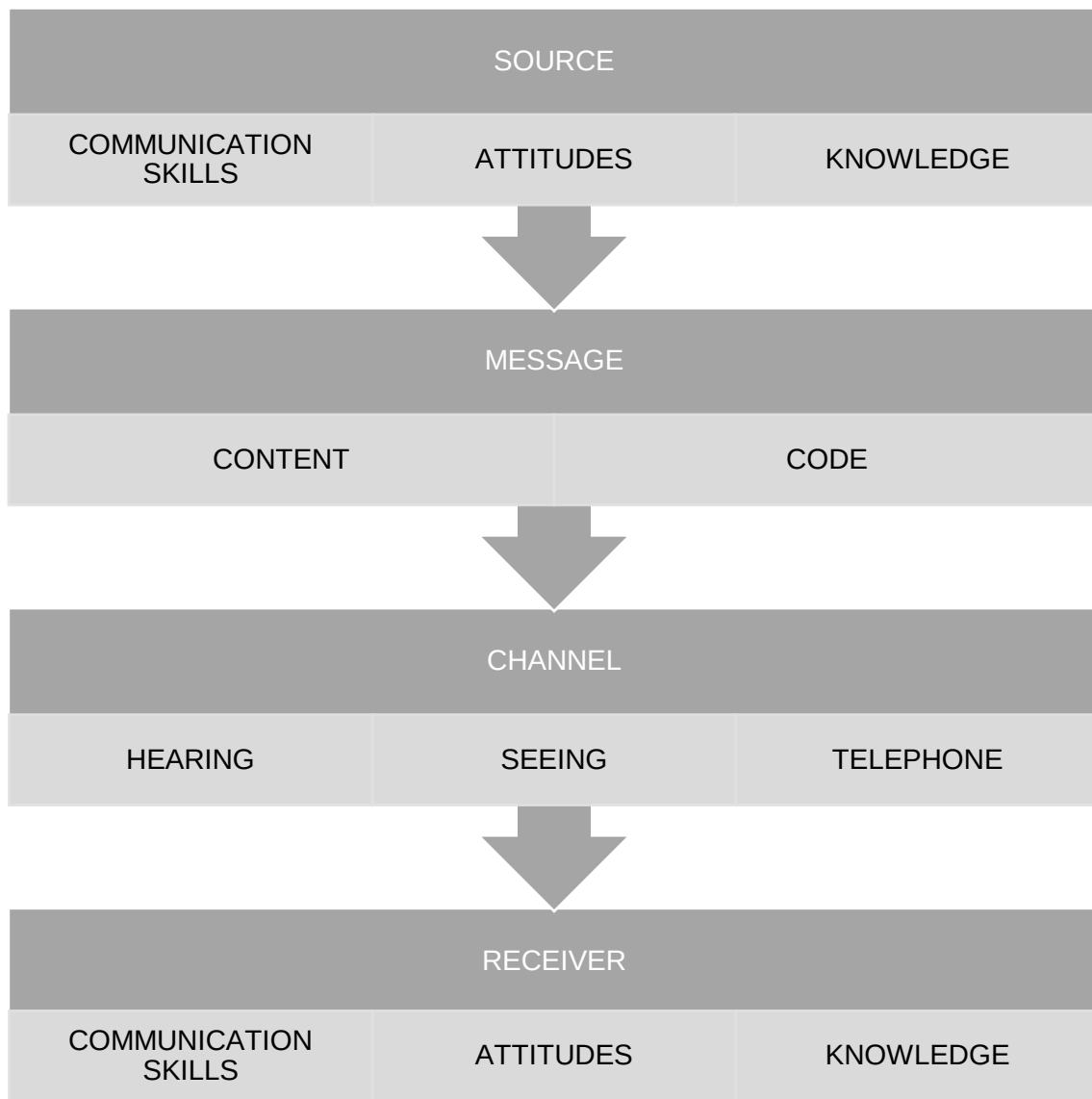
Berlo's SMRC (1960)

History

David Berlo developed his model of communication from Shannon and Weaver model of communication (1949)

Concept

Berlo's concept uses four elements from Shannon and Weaver model, adding that we can find individual factors affecting each component of the communication, also has to be encoded before sending the message and decoded before receiving it, those are:



Explanation

In this model, the factors must be known by both individuals to complete and reach effective communication. For example, this model will work in for individuals doing the same tasks at a office.

Advantages

It has the base for advanced communication models.

Still a popular model to person-to-person communication.

Disadvantages

The model does not consider limitations in the process.

Is a lineal process, especially important in modern communications.

CASE STUDY

During the lessons, we seen a case study called “Barry and Communication Barriers: Effective Communication as a Motivator”, it was about a young kitchen manager called Barry in charge of a small team with different cultures and ages. His main concern at the kitchen is that the staff struggles to follow food safety procedures, giving the business a chance to closure and customers at risk.

I was asked by the lecturer the communication challenges and my answer were “Sometimes older people struggle to follow indications from young people”.

Now, after going throw the module and learning more about effective team work and communication, it gave me a better understanding of the case study and I am even able to find more issues at Barry’s work.

At the text, we can find a management and organization instability, team work deficiency, the need of more communication to understand the irresponsibility from the staff with food safety and be able to address the issue more efficiently. According to the text, Barry has the support of the business’s owners, but he is not discussing, studying or communicating other solutions or problems.

Now I can say my answer to the lecturer was very basic and was the only issue that I was able to find at that moment.

EXAMPLES OF POOR COMMUNICATION IN THE WORKPLACE

Taking into consideration personal experiences at my workplace, I can say that poor communication is very harmful for the worker, the customer and the company.

Personally, I worked in a small place, with big communication issues. Was very difficult or almost impossible to reach management that was in charge of our payroll and contracts, we were not able to discuss disagreements.

With the time, I got promoted and the team became part of my responsibilities and I had to meet all new candidates for training purposes, however, management was still meeting candidates for interviews and contracts.

New staff already working, did not know about their contractual conditions and most of them with poor communication skills, there were monthly problems with payrolls, wages, holidays and other legal questions. As a team leader I had to address all that issues, and the poor communication with management to find a solution made the whole team have a very bad working experience, directly affecting customer satisfaction, not only that, this

also affected the business sales and credibility. Now the company online profile on multiple sites is full of negative reviews either from customers or employees experience.

I never judge the company for the way they performed communication, I was worried and focused in doing a good job and attending my team needs. It helped me to develop communication skills along with team work. At the end, a new opportunity arrived and I moved on.

SUGGESTION FOR IMPROVEMENT

From my point of view the company was fully focussed in profits, and that was their primary goal. According to what we seen during the lessons, we can easily find theories about team work, successful team development, or all about effective team working and communication at a free cost. The company should do an extensive review of the company to know its state, it must start communicating with its staff regularly and asking for feedback so there is a way for improvement.

Focusing in profits is actually more expensive than investing in communication and team work programs, because for longer periods those investments will generate better results when the benefits of effective team work and communication start to appear. A good healthy base will have a repercussion in the workers performance and customers satisfaction.

On the other side, focusing just on profits may be more lucrative during certain periods, but adopting this aggressive model of profit making, will address the company to the failure and risk of closure.

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