

EFFECTIVE TEAMWORK AND COMMUNICATION

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Executive Summary

Communication is considered as an essential aspect in a business association. Effective communication ensures in acknowledging growth as well as boosts morale of workers. This study aims to focus on the concept of communication and the ways it can get disrupted, leading to miscommunication. It also highlights the importance of various components of communication skills. Through analysing the case of Maria and Pedro, this study provides further recommendation on how communication barriers, such as those identified in the case, can be prevented. Application of these recommendations in professional situations can help in ensuring better communication and teamwork among colleagues and peers, leading to enhanced organisational and personal productivity.

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1. Introduction

Communication is regarded as the method of exchanging information, knowledge and ideas from one entity or group to another entity or group of individuals. On the contrary, poor communication leads to strained relationships among workers which can create hindrance on their mental integrity as well as might lower their productivity. This study aims to focus on the concept and importance of communication. It also intends to discuss effective models of communication as well as communication skills with relevance to the case study of "Maria and Pedro".

2. Models of Communication

2.1 “Shannon and Weaver Model of Communication” (1948)

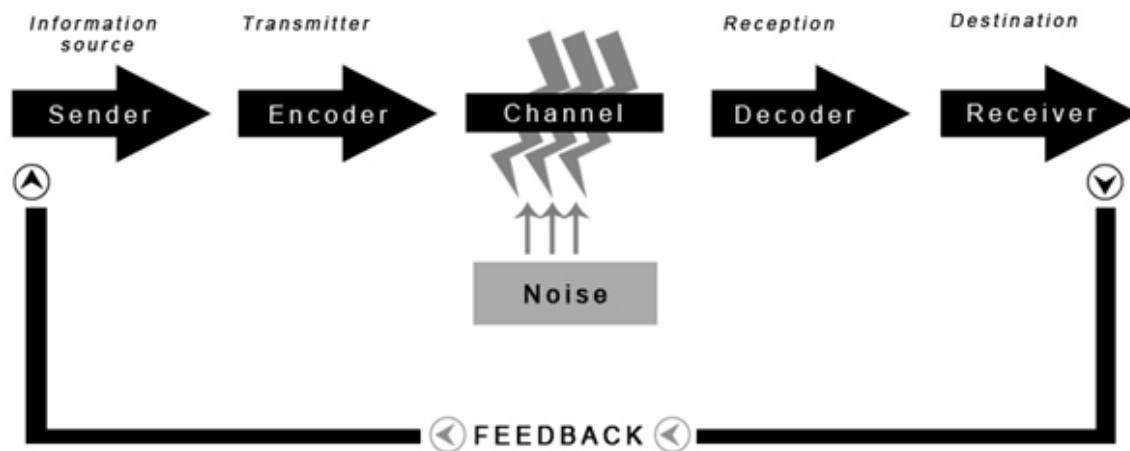


Figure 1: “Shannon and Weaver Model of Communication”

(Source: Influenced by Mishra, 2017)

“Shannon-Weaver’s model” had been significantly formulated with a purpose of developing aspects of successfully conveyed and uninterrupted communication between a sender and the receiver. As per the views of Daylight (2017), the framework further facilitates in determining factors that tend to interrupt the communication process, referred to as “noise” (Belbin, 2012). Primarily, this framework had been designed for the purpose of enhancing and improving technical aspects of communicating. Primarily, this model is gilded with various concepts such as information sources, noise message, transmitter, information destination, channel, encode and decode.

It is very much effective at the time of person to person communication as compared to

communicating to a group or mass audiences. As influenced by Talukdar (2017), this framework is based on the concept of "Sender and Receiver" where it is being identified that senders tend to play the primary role and receiver the secondary position. It also helps in understanding noise which can further help in solving various problems and challenges in communication. For instance, situations can occur in an organisation where an employer tries to get in touch with their assistant. But during the call, noise appears which causes a transmission error, and the assistant is found to receive only a part of the message. In such cases, implementation of this framework can help in understanding noise and disruption, further suggest strategies through which this can be resolved.

2.2 “Schramm’s model of communication” (1954)

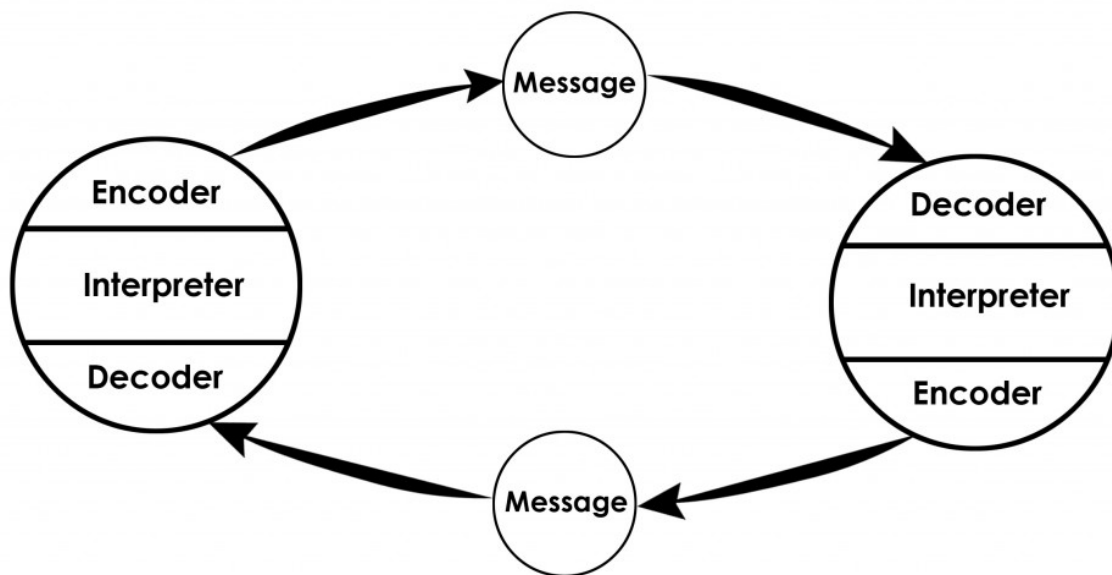


Figure 2: “Schramm’s model of communication”

(Source: Influenced by Elleström, 2018)

According to “Schramm’s model of communication”, it states that coding, as well as decoding, are being regarded as two essential methods that help in ensuring effective communication. As per the views of Suryana and Sugiana (2017), the framework further makes sure to emphasise on the aspect that communication is being regarded as incomplete unless and until the sender receives respective feedback from recipients. It is considered as one of the pioneers of mass communication which involves components such as the **sender**, or the individual who wishes to convey a message or communicate an aspect (Maud *et al.* 2017). **Message** is considered as the information that the sender wishes to convey through communicating while the **receiver** is the individual for whom the

message is intended and the last party involved in this process. As stated by Petersons and Khalimzoda (2016), another significant component of Schramm's framework includes **semantic barrier** which mainly highlights backgrounds, beliefs as well as values that tends to influence the process through which sender initiates the sharing of a message as well as the individual on the receiving end. As opined by Elleström (2018), through the help of this framework, it makes sure to provide a strategic and straightforward approach to communication which further roles back and forth in a circular pattern. For instance, in a workplace, an accountant can initiate an urgent communication with the HRM department regarding employee incentives in the annual reports, received by the intern. However, if the intern willingly or unwillingly does not convey the message, it can create discrepancies in this process, leading to a lacking and faulty annual report.

2.3 “Berlo’s SMCR model of communication” (1960)

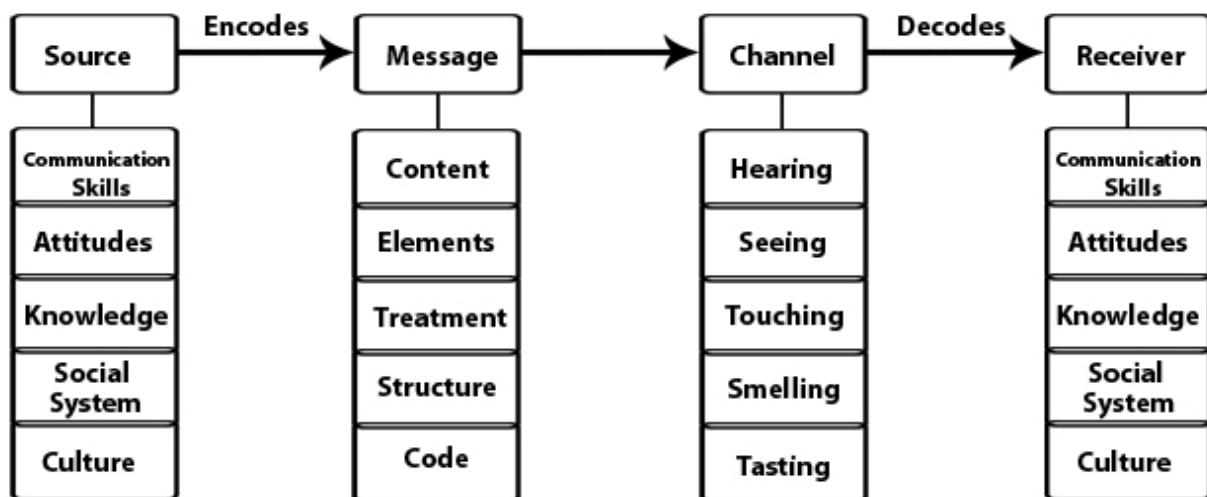


Figure 3: “Berlo’s SMCR model of communication”

(Source: Influenced by Umeozor, 2020)

In accordance with “Berlo’s SMCR model of communication”, it can be stated that methods of communication can be represented in their most basic form. It is also being regarded as an expansion of “Shannon and Weaver model of communication”. Consequently, Tuckman and Harper (2012) state that the framework primarily emphasises on elements like “encoding and decoding”, which generally tends to happen before the sender is identified to send that respective message. According to Berlo’s model, socialisation and communication skills of an individual tend to profoundly affect and determine efficiency of procedures of communication. For instance, in an

association, if individuals embrace good communication skills, messages can be communicated in a better way.

Analysis of communication practices at TESCO

Effective communication is being regarded as one of the most vital tools for growth as well as development of business organisations like TESCO. It can also be identified that communication has helped to foster good relationships among employees and their respective supervisors which in turn improve and enhance morale and efficiency. It is further evident that in the case of Tesco, communication has helped in bridging the gap between employees and customers through proper flow of information and understanding between them (Bauer and Lim, 2019). However, inadequate communication can be observed in the way Tesco operates to ensure security in its outlets through the help of TSS. In this regard, through Shannon and Weaver Model of Communication, noise can be identified in the form of the inability of TESCO to understand the importance of security or understanding requirements associated with the task. As a result, it contributed to increased dissatisfaction among TESCO and TSS staff, hampering overall organisational productivity as well (Standard.co.uk, 2017). In this manner, it can be understood that noise is not only physical noise but rather any factor that leads to interfering with the communication process. Additionally, by implementation of Schramm's model of communication, this framework can be implemented in terms of lack of feedback and adequate discussion among the two organisations, leading to decreased results in collaborative work and performance. In this case, a gap can be identified while communicating primarily due to the receiver not fulfilling the requirements conveyed to them. In accordance with Schramm's model, it is the responsibility of a recipient to give feedback and let the other recipient be aware of the message. In addition to this, by applying Berlo's SMCR model of communication, this model can be implemented to ensure that the source of the message and the nature of conveying the message itself can be changed as per requirements (Petersons and Khalimzoda, 2016). Developing a culture of feedback and communication can help in facilitating more discussion between TESCO and its security company TSS, while adopting multiple channels of conveying messages can lead to greater efficiency in conveying the necessary information.

3. Communication skills

3.1 Verbal communication

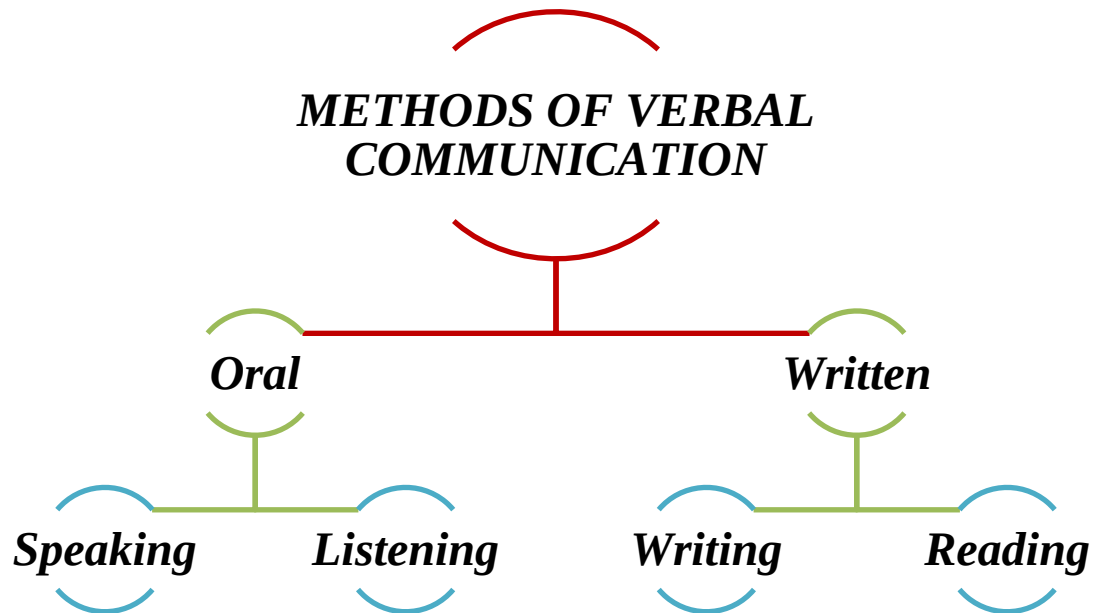


Figure 4: Methods of verbal communication

(Source: Influenced by Morgan, 2016)

Verbal communication is generally referred to usage of words in order to share information with other groups of individuals. As per the views of Bambaeroo and Shokrpour (2017), it generally involves both spoken as well as written communication. The effectiveness of verbal communication is mainly dependent upon the tone of speaker, clarity of speech, as well as their quality of words. In this type of communication, feedback can be received on an immediate basis, as a result of simultaneous transmission and receipt of a message. Furthermore, Lemonnier (2016) states that sender is also required to keep speech tone high as well as clearly audible to all and is further required to ensure design of the subject matter keeping target audiences in mind. This type of communication is recognised to be more susceptible to faults as at times only words are inadequate to relay specific feelings and sentiments. For instance, in the case of Maria and Pedro, confusion, as well as misunderstandings, could have been avoided if usage of words and clarity of speech could have been ascertained.

3.2 Non-verbal communication

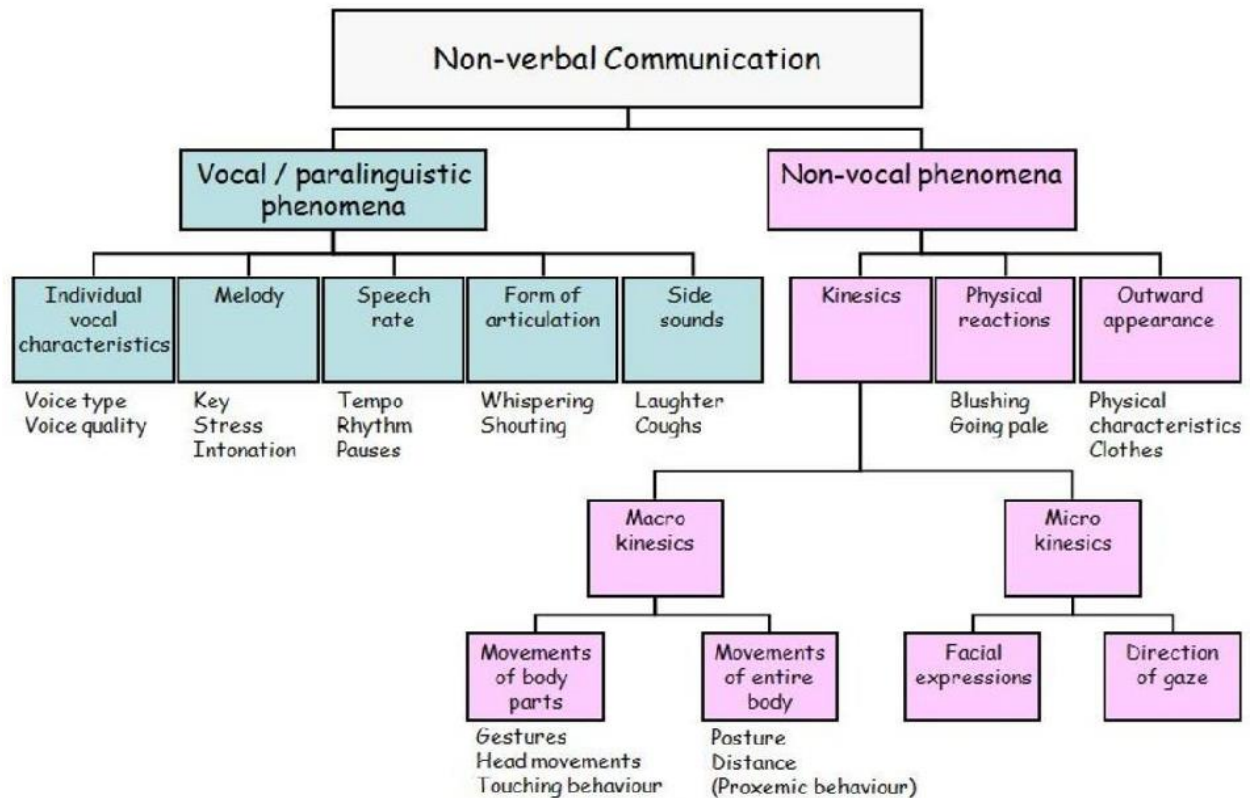


Figure 5: Channels of non-verbal communication

(Source: Influenced by Wisankosol, 2018)

Nonverbal communication is primarily referred to the transfer of details and information through usage of body language that includes eye contacts, gestures as well as facial expressions between two individuals. As per the views of Burgoon *et al.* (2016), it also mainly includes uses of visual cues that are body languages, proxemic as well as physical appearance. According to Remland (2016), paying attention as well as development of ability in order to read non-verbal communication is regarded as an invaluable skill as it can ensure providing leverage at every stage of an individual's career.

3.3 Listening

3.3.1 Active Listening

Active listening is considered as the technique through which an individual secures details from

another individual or group. As influenced by Hoppe (2018), it mainly involves paying attention to conversation and also not interrupting them. This type of communication skill is often used in training and also solving disputes as well as conflicts. According to Jahromi *et al.* (2016), it also ensures that the listener tends to fully concentrate, analyse and further respond to what is being said.

3.3.2 Empathetic listening

Empathetic listening is considered as a way of listening as well as responding to other individuals that helps in improving mutual trust and understanding. According to Drollinger (2018), it is also considered as an essential skill that is being embraced by third parties as well as disputants which further enables the listener to receive and appropriately interpret the message of the speaker. As stated by Reddrop and Mapunda (2019), it also mainly ensures to connect emotionally with other individuals through techniques of compassion, understanding as well as insight.

4. Analysis of the case study

In accordance with the case study of Maria and Pedro, it can be identified that nurses were confused and were not being provided with adequate information. Further, it can also be identified that the family of the patient was not being provided with adequate information and details. However, through implementation of “Shannon and Weaver model of communication” practically, any kind of mixed up as well as misinterpreted messages during sending and receiving the same could have been avoided, leading to adequate and effective communication between patients as well as nurses, as identified in the case study (Konstantinov, 2017). It is essential to ensure an exchange of ideas, knowledge as well as information so that intention is being fulfilled in the best possible manner. Moreover, it has also been identified that through practical implementation of Schram’s model of communication also Maria and Pedro could have determined the ideas and attitudes and also confusion could have been possible to avoid if there was provision of receiving adequate feedback. As per the case study, it has also been identified that the nurse was quite confused after she was done with the meeting. In such cases, through application of “Berlo’s SMCR model of communication”, the attitude of the sender can be acknowledged (Kurtzo *et al.* 2019). It can also be identified that through the help of this model, a receiver can ensure creation of effect and also acknowledge familiarity.

5. Recommendations

In accordance with the case study, it is recommended to ensure that clarity is being ascertained properly before communicating with others in any manner. It is vital for an individual to be clear regarding their intended message and the form of communication that is most appropriate for doing so. Moreover, in the case of Maria and Pedro, it is crucial to arrange thoughts before verbalising them so that it can help in communicating succinctly.

It is also recommended to ensure proper body language as well as tone as when an individual tends to focus on verbal communication, it is essential. In such cases, if an individual is unintentionally coming across as emotional through body language or facial expressions, it can lead to misunderstanding as well as might stop other people from engaging with them. It is always essential for Maria and Pedro to maintain proper eye contact and also adopt a relaxed tone while conversing with people.

6. Conclusion

Communication is regarded as one of the powerful aspects of business development as well as growth. It is extremely crucial to communicate effectively as well as efficiently during the time of negotiation in order to ensure that they achieve significant goals. By detailed analysis of this above report, it can be stated that effective communication helps in fostering good working relationships and also helps in improving morale as well as efficiency. It can be further presumed that it helps in facilitating innovation as workers tend to feel comfortable communicating openly about new ideas as well as innovation. It can be further stated that it helps in building an effective team and also tends to boost the morale of workers. Therefore, it can be stated that it not only contributes to growth and development of a business association but also helps in ascertaining their sustainability.

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