



EFFECTIVE TEAM WORKING AND COMMUNICATON

BMSW4009



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Terms of reference

This report is requested by Melanie Squire. The purpose of this report is to provide a broad overview and analysis of effective communication strategies and practices for the workplace, with a focus on the impacts of cultural diversity. By the 17th of Nov 2023.

Procedure

The sources used in the report include:

Journals:

- Journal of General Management
- Journal of Organizational Culture, Communications and Conflict
- Journal of Public Personnel Management
- Communication Quarterly

The report also references:

- Wilbur Schramm's communication model
- The author's personal experience working at McDonald's

Introduction

Effective communication can be defined as, 'Passing relevant information, in a style and form that is clearly understandable, to the right person at the right time.' (Guo and Sanchez, 2005). Fundamentally, the world in which we live depends on the foundation of communication. Communication has a key role in shaping and influencing our relationships with others. Effective communication and its associated abilities have a significant impact on a professional growth and success of an individual. It has ability to enhance one's personality and simultaneously enhance the opportunities for a successful career. Effective workplace functioning relies heavily on communication at every stage. Whether it is the transmission of information from a superior to a subordinate, between peers, or between different commercial organisations, every relationship has a connection to communication. Inadequate communication leads to the entire process deviating from its intended course and significantly affecting the entire organisation. The majority of communication breakdowns occur due to a deficiency in creative thinking and rational analysis (Tripathy and Conflict, 2018).

Effective communication in Workplace

Effective communication is one of the most critical goals of organizations (Spillan et al., 2002). It enables collaborators to foster ideas, to build common ground, and to develop

complex interpersonal relationships (Kikoski, 1999). Your ability to transmit information helps both clients and employees feel they can communicate with and ultimately trust you (Charles, 1998). As new communication technologies emerge, their use is becoming increasingly common in the workplace (Madden et al., 2003) also social networking sites (Skeels and Grudin, 2009) wikis and blogs in the workplace, and have found them to be beneficial. Recent research evidence suggests that an effective manager is one who spends considerable time on staffing, motivating, and reinforcing activities (Luthans et al., 1988).

Workplace Communication and Cultural Diversity

In present day, companies commonly experience cultural diversity which requires efficient communication among managers and the employees. Inadequate communication practices can rise to interpersonal disputes, failure to meet deadlines, and lead to a loss of an employee. Highly efficient communication fosters trust and connections, enables proactive response to challenges and possibilities and enhances output and coordination. It is crucial to resolve language problems as they might lead to misunderstandings and misinterpretations of messages. So it's important for you to customise your management approach based on cultural variations by ensuring that communication is effectively received and comprehended. An effective approach is to practise reflective listening, when employees communicate their understanding of aims and objectives (Tripathy and Conflict, 2018).

Critical Appraisal of Schramm's Communication Model:

Wilbur Schramm Model of Communication was proposed as a means to simplify the process of communication in a highly efficient manner. He introduced it as a communication model that highlights the interactive aspect of communication.

Strengths:

Communication is a very intricate process that involves multiple components. The effectiveness and efficiency of communication, rely on the fidelity of its components (S-E-M-D-R) as well as the fidelity of external elements, such as the social environment. Factors emerging from a source, such as knowledgeability, attitude, credibility, communication abilities, have been identified as significant influencers. The pragmatic elements, such as the perceived relevance of the message to the audience, as well as semantic and syntactic concerns, including styles and currency of the message, have also been identified as crucial fidelity factors. The receiver, as the ultimate recipient of communication, serves as both the endpoint and the gatekeeper, actively choosing which information to engage with based on their previous experiences and current areas of interest. The recipient, also known as the audience, has been discovered to be a highly influential component in determining the effectiveness of communication. An audience research should be conducted to analyze prior experiences, as well as to understand the

selective processes of exposure, perception, and selective retention. Additionally, the hierarchy of agenda should be considered as a valuable perspective in communication planning and execution. Sharamm's Component Model is valuable for comprehending the communication factors and their inter-relationships.

Limitations:

However, the model does not address about communication barriers, such as external noise (additional information that is introduced into the message from outside the source) and equivocation (information conveyed by the source but not received by the audience). Incorporating noise source and equivocation into the 5 component model would have greatly enhanced its utility in comprehending the various aspects that contribute to the efficiency of communication. The model also neglects the significant factor of feedback. The model's applicability to mass communication situations is a defining characteristic of good models. Good models, serving as projections of several facts, exhibit a broad range of adaptability across various contexts.

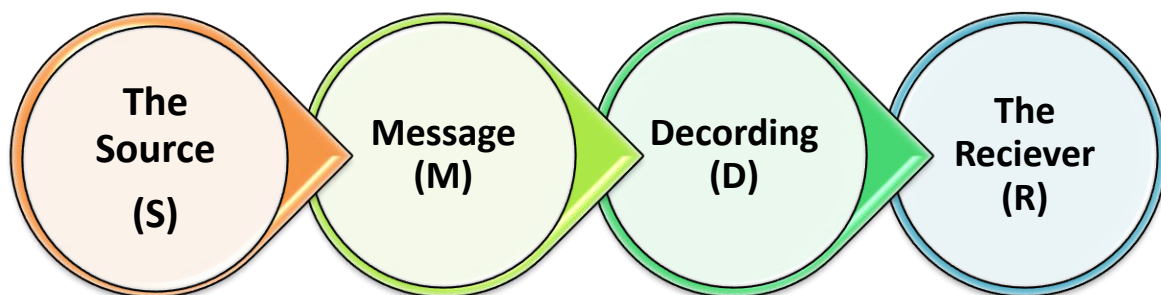


Figure: 1 The S-E-M-D-R Model of Schramm

My Experience:

As a foreign student I have faced language barrier as the major communicative issue especially as a McDonald's worker I had to interact and take orders but it was hard for me to understand the customers and pretend to understand my supervisor as I was too embarrassed to say something.

Overcome

- I got engage in more active listening.
- I started doing impromptu and casual team interactions to build trust and respect.
- I started to ask for the clarification without hesitation.

- I wasn't embarrassed to ask to repeat the sentence.

Lesson learned

From my experience I learned the importance of culturally sensitivity and I acknowledge that people from varying cultural origins may possess distinct communication methods. It is necessary to adjust yourself and to create the surroundings that will help to understand the cultural differences. It also gave me a lesson on the importance of careful listening to my coworkers and making an effort to understand their viewpoints.

The identifying the presence of language obstacles and offering assistance for language enhancement is a crucial element in facilitating efficient communication and enabling inclusive participation of all individuals in the workplace. So I learned that in order to grow you need continuous learning and adaptation in the workplace.

Conclusion

A good communication includes not only verbal expression but also active listening, comprehension, and creating a sense of being understood by others. The inclusivity and a diverse team can result in the generation of more profound ideas and improved problem-solving abilities. Acknowledging and appreciating this diversity can significantly enhance team chemistry and overall productivity. It can lead to richer ideas and better problem solving. Embracing and celebrating this diversity can have a positive impact on team dynamics and overall productivity.

Winning is about having the whole team on the same page. —**Bill Walton**

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