

Skills for the Workplace Guides:

BMSK4002

Effective Team Working and Communication

Part 2

Report on Communication

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BMSK4002 Part 2 Communication

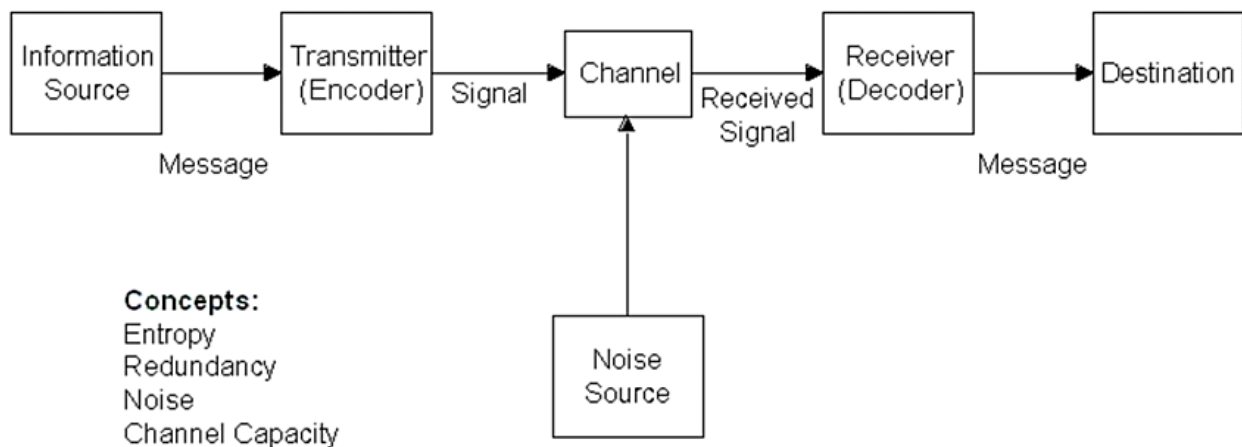
1.0

For the **first section**, you have been asked to examine the effectiveness of workplace communication by applying theories, models and ideas that you have researched, to practical examples from the workplace.

Communication Cycle

You will need to understand the **Communication Cycle** in order to explain its importance in the workplace.

This model was first introduced by Claude Shannon and Warren Weaver in 1949 in their book, *The Mathematical Theory of Communication* and it shows the communication process as a transmission model - as seen in their original diagram below.



Areas to explore:

- What happens when a message is misunderstood by the receiver?
- What happens when it isn't received at all?
- What is Noise*?
- How can it be overcome?
- What sort of channels can be used to communicate?

The original model has been expanded and built upon over the years beginning with the SMCR Model which was introduced by David Berlo in 1960 and this model explored the different skills and attitudes used in the deceptively simple act of sending and receiving a message.

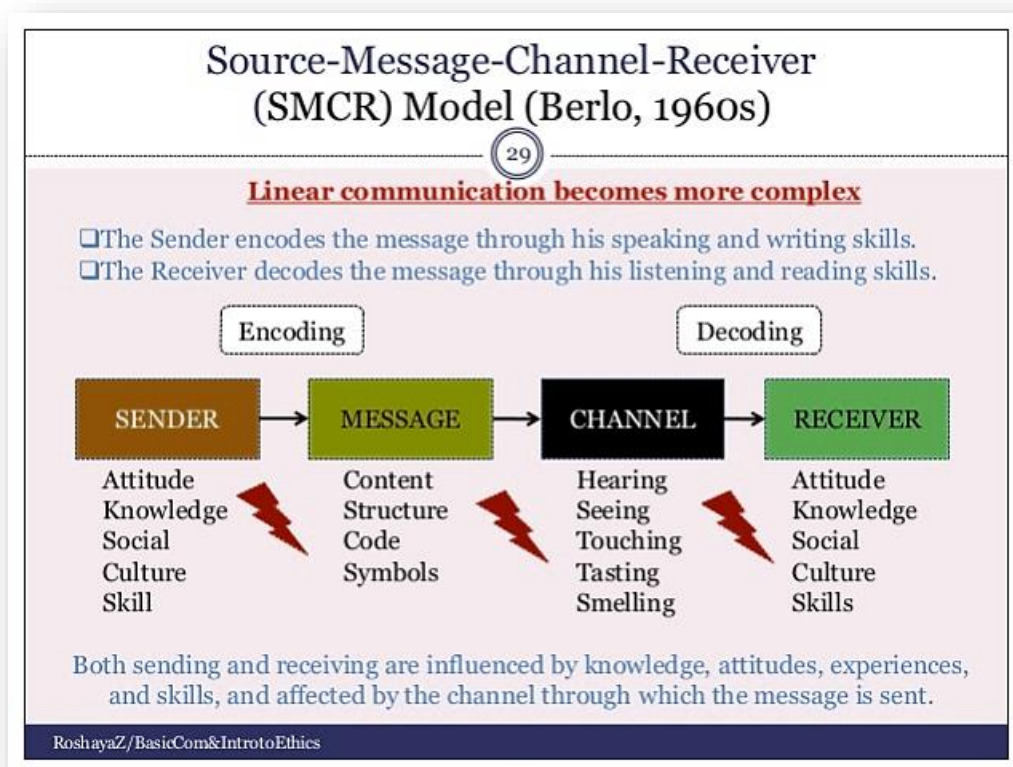
Noise

Listen to the podcast on Noise* on this page (scroll down for podcast)

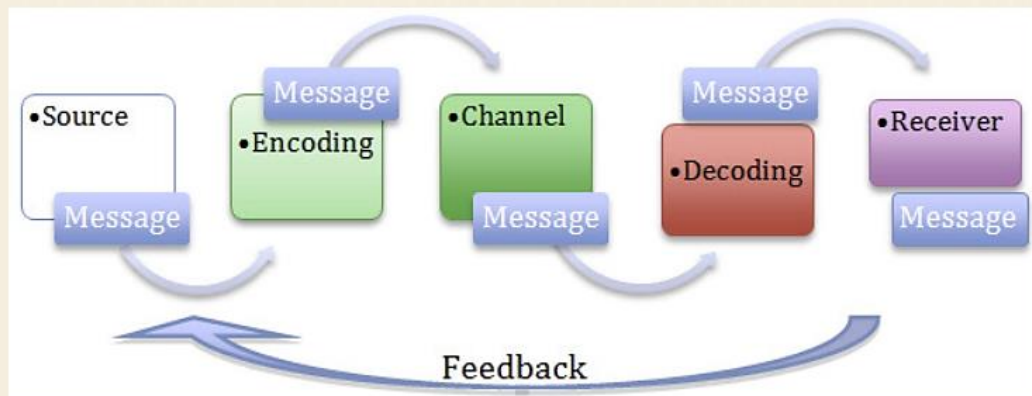


[Read the article instead](#)

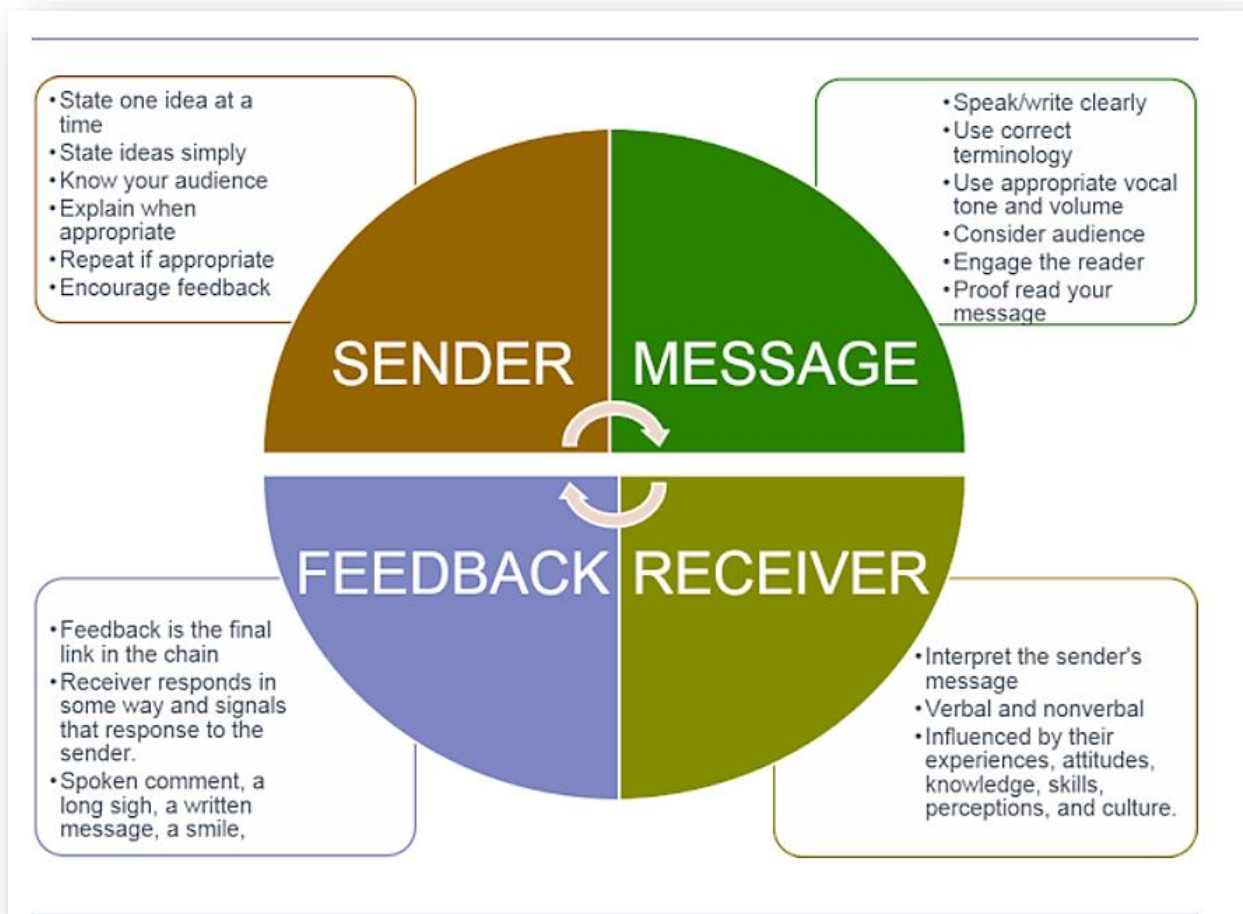
Communication Models



• Communication Cycle



(Patel, 2013)



Have a read of [the article by Peter Blenkinsop](#) (2010) – full link in the References section and on the image below - about the Communication Cycle and think about how it is used in YOUR workplace.

Thursday, 28 October 2010

The Communication Cycle

The Communication Cycle

Six Steps to Better Communication

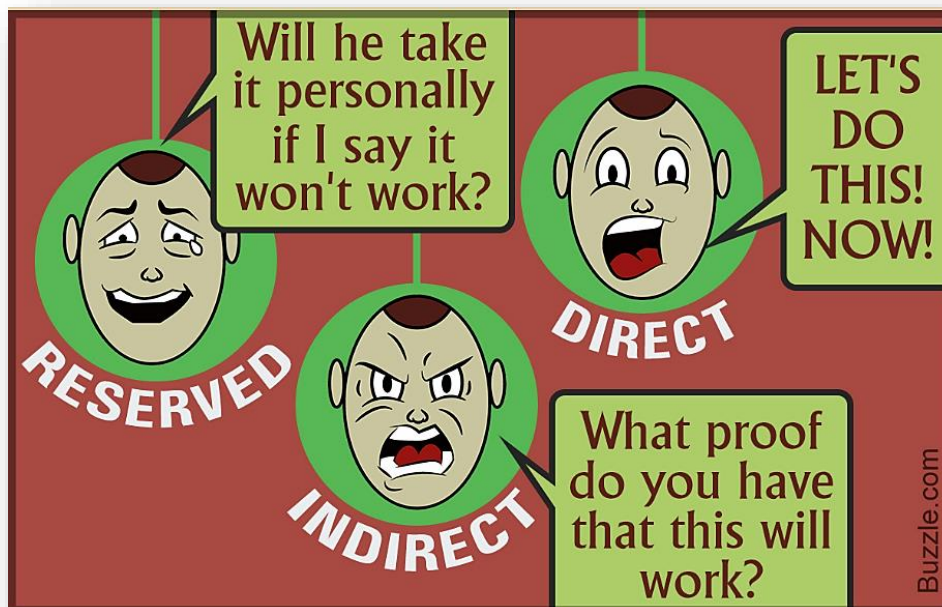
"The ability to express an idea is well nigh as important as the idea itself."
– American businessman, Bernard Baruch

Whether you're **writing an email** to a co-worker, delivering on the job training to a new team member, or giving an important **presentation** to your board of directors, you must communicate in a way that is clear, concise, and easy to understand.



Get your communications right every time.
© iStockphoto/Bibigon

- Can you relate it to good or bad examples of communication?
- What happened and why?
- How could the problem have been avoided (if bad)?
- Why did it work well (if good)?





Click on the images above to go to the relevant articles.

You should be looking at all types of communication (verbal, written, nonverbal - body language etc) and assessing the methods used where YOU work.

How well does your organisation match up to the ideals in terms of *effective communication*? Think about why this is and how they could improve if needed.

Active Listening

is a particular communication skill that is poorly understood and practised by most people.





Types of Listeners

Detached	Passive
• Avoids making eye contact • Appears withdrawn • Lacks enthusiasm • Seems inattentive, disinterested or bored	• May or may not make eye contact • Fakes attention • Uses little energy or effort • Appears calm and laid back
Involved	Active
• Provides some direct eye contact • Has an alert posture • Gives the speaker some attention • Reflects on the message to a degree	• Has an alert posture • Uses direct eye contact • Gives full attention • Focuses on what is said • Participates fully

What type of listener are you?

What types of listeners are your colleagues, managers etc.?

How can this affect communication at work?

2.0

The **second section** asks you examine your own communication skills.

Assessing own Communication Skills

You will have provided feedback forms to the rest of the people in your presentation group and collated these result on a short form containing an analysis of the feedback received. This information should be used to inform your analysis of your own communication skills in your Report in Part 2 and can assist you when you are producing your PDP in terms of which areas of weakness you should focus on for improvement.

You should include this document as an Appendix in your Part 2 Report by copying and pasting the contents into an Appendix and referring to it in your report.

Submitting these completed forms as part of your Report IS an important part of the assignment and non submission will result in failure, so please don't neglect this!

You can also doing a couple of self assessment tests online to get an idea of your communication strengths and weaknesses. Try the MindTools and Skills You Need tests linked to in the References – but any online self assessment quiz is acceptable.

You can screenshot* the results of these tests and add them as Appendices to your assignment, having discussed their findings and how they compare to your own views on your communication skills and those of your friends and colleagues.

Ask others to assess you using the questionnaires on Moodle if you have the time.

BMSK4002 Topic Resources

- ▼  Belbin Model
- ▼  Communication
 - ▶  Communication Articles
 - ▶  Communication Models
 - ▼  Communication Styles
 -  Communication effectiveness questionnaire1.docx
 -  Communication style questionnaire2.docx
 -  communicationstyles_howdoyoucommunicate.pdf

Personal Development Plan

Produce a PDP (Personal Development Plan) to overcome your weaknesses and build on your strengths, in terms of your communication skills **as a Manager**.

Using the PDP template (and a Gap Analysis) identify some **SMART Actions** that you are going to take. (See Appendix A for more details on SMART Objectives/Actions).

*(If you did this in an earlier Assignment, you may be able to modify your plans for this module, inasmuch as they relate specifically to **Communication**)*

 Specific	 Measurable	 Attainable	 Realistic	 Time-bound
Do set real numbers with real deadlines. Don't say, "I want more visitors."	Do make sure that you can track your goal. Don't hide behind buzzwords like "brand engagement" or "social influence."	Do work toward a goal that is challenging but possible. Don't try to take over the world in one night.	Do be honest with yourself, because you know what you and your team are capable of. Don't forget any hurdles you may have to overcome.	Do give yourself a deadline. Don't keep pushing towards a goal you might hit "some day."

Gap Analysis Template

Objective	Current Position	Deficiency	Action
What do I want to do?	What can I already do?	What am I lacking?	How do I fix this?

Personal Development or Action Plan Template



Objectives	Tasks	Success Criteria	Time Frame	Resources
<i>List your Goals</i>	<i>What do you need to do to achieve these goals?</i>	<i>How will you identify your success?</i>	<i>When do they need to be done by?</i>	<i>Who or what do you need to help you?</i>

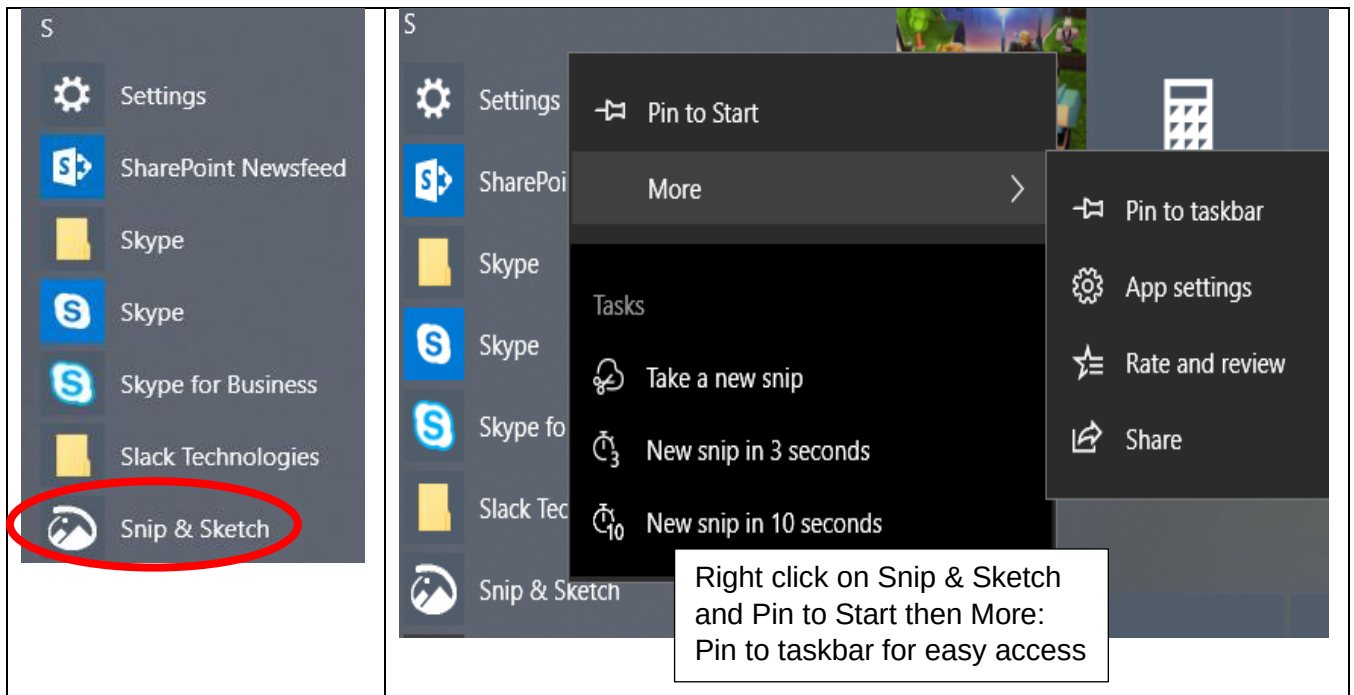


Snipping Tools

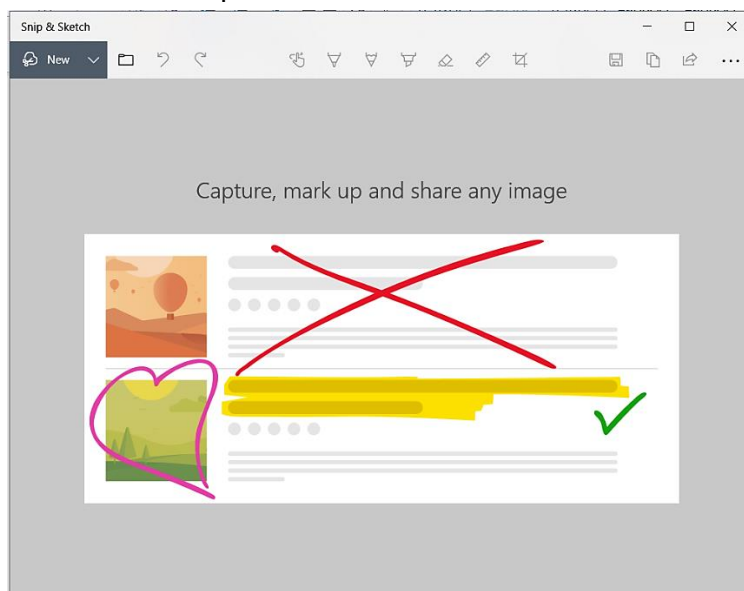
*You can use a Snipping Tool to 'snip' your results of online tests (or any part of a screen that you ever want to take an image of) and add them as an Appendix.

Windows 10 has the new *Snip and Sketch*

Go to Start Panel – scroll down to S and you will see Snip & Sketch.



← pinned to Taskbar



Newer MacBooks have new Screenshot features - follow the instructions on [this article](#) written by Andrew Myrick for Apple Tool Box (2019) to find out how to use them. See the article from CNET in the References for instructions for older versions of the Mac OS.

Disclaimer

*It is acceptable to use some of the articles provided here as references to help you develop your themes in your writing, but they should **not be quoted wholesale** at the expense of articles, books or journals that contain more Academic Rigour (remember the CRAAP Test?)*
Marks WILL be deducted for this!

C	Currency: The timeliness of the info
R	Relevance: How the info fits your needs
A	Authority: The source of the info
A	Accuracy: Reliability and correctness of the info
P	Purpose: The reason the info exists

They can however perform a useful role as a starting point to help you gain a broad understanding of the topics.

References

Berlo, D. (1960). *The process of communication*. New York,. New York: Rinehart, & Winston.

Blenkinsop, P. (2010) *The Communication Cycle*. [online] Available at: <http://manyana-education.blogspot.com/2010/10/communication-cycle.html> Accessed: 15.04.19

CNET (2019) *Three ways to take a screenshot on a Mac*. [online] Available at: <https://www.cnet.com/how-to/three-ways-to-take-a-screenshot-on-a-mac-keyboard-shortcuts/> Accessed: 15.04.19

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Shannon, C. and Weaver, W. (1949) *The Mathematical Theory of Communication*. Urbana: University of Illinois Press.

Skills You Need (2019) *Interpersonal Skills Self-Assessment*. [online] Available at: <https://www.skillsyouneed.com/ls/index.php/343479> Accessed: 15.04.19

Communication Videos

These videos may help with your basic understanding of the Communication Cycle and the Communication Process generally

- <https://www.youtube.com/watch?v=vCmHia-nTpA>
- <https://www.youtube.com/watch?v=7YDSQGDNLRo>
- <https://www.youtube.com/watch?v=S7CN9Trw43w>
- <https://www.youtube.com/watch?v=q0IIBNQf-zI>
- <https://www.youtube.com/watch?v=q6u0AVn-NUM&t=385s>

Appendix A

SMART Objectives

Specific:

To set a specific objective, you must first answer the six “W” questions:

Who?	Who is involved?
What?	What do you want to accomplish?
Where?	Identify a location
When?	Create a timeframe
Which?	Identify requirements and constraints
Why?	Identify specific reasons, a purpose, or benefits of accomplishing the set goal.

Measurable:

Establish the criteria for measuring your progress while you work towards your objective. When you measure your progress, you stay on track in terms of dates, know when changes need to be made, and see what efforts work best for you and your team.

Ask yourself questions like:

- How much?
- How many?
- How will I know when I achieve my goal?

Attainable:

When you identify your objective and determine how you are going to achieve it, you see how attainable it is and how much effort it will require.

Look at the workload associated with this objective and be sure that it will not get in the way of other projects you are working on and that you will be able to dedicate enough time to achieving it.

Realistic:

In order to be realistic, your goal should represent an objective toward which you are both willing and able to work.

Just because you have set your goal high, it does not mean it is unrealistic, as long as you have the time and energy to put into it.

Timely:

As mentioned in a few of the SMART steps, time is important.

No goal is achievable if you don't have the time for it.

All goals should be kept within a well detailed time frame.

One way you can measure this is to compare your current goal's time frame to that of a goal in the past.

If you were able to achieve other tasks within a similar time frame, you can feel confident in your ability to achieve your current goal.

SMART Objectives (Goals) provide the clarity and focus required to get the most out of your efforts.

They omit the possibility of overlooking major or minor details that will help or hinder your efforts towards achieving your goals.

SMART Objectives are also a good way of getting yourself mentally prepared for what is ahead.

With more knowledge of what has to be done, you will be focused and aware of times when your attention should be aimed elsewhere.