

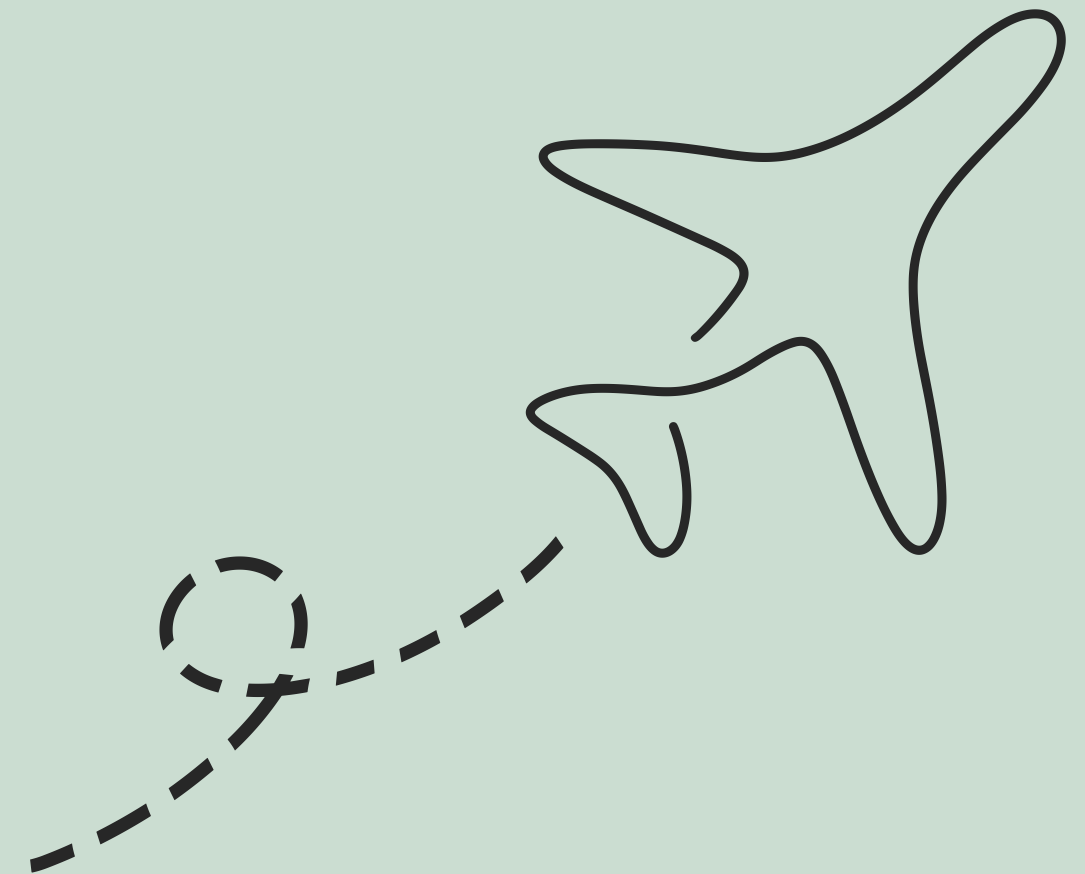
Communication Barriers at Flight Foods Ltd.

GROUP PRESENTATION

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LCLM4003 – Effective Teamwork and Communication

Lloyd Beharry



Overview

- Company background
- Main communication barriers
- Communication theories
- Solutions to barriers
- Conclusion and takeaways



Company Background - Flight Foods Ltd.

- Airline meal producer
- Medium factory, 40 workers
- Diverse team (ages 16–60, 5 cultures)
- Noisy machines, fast-paced work
- Frequent quality complaints



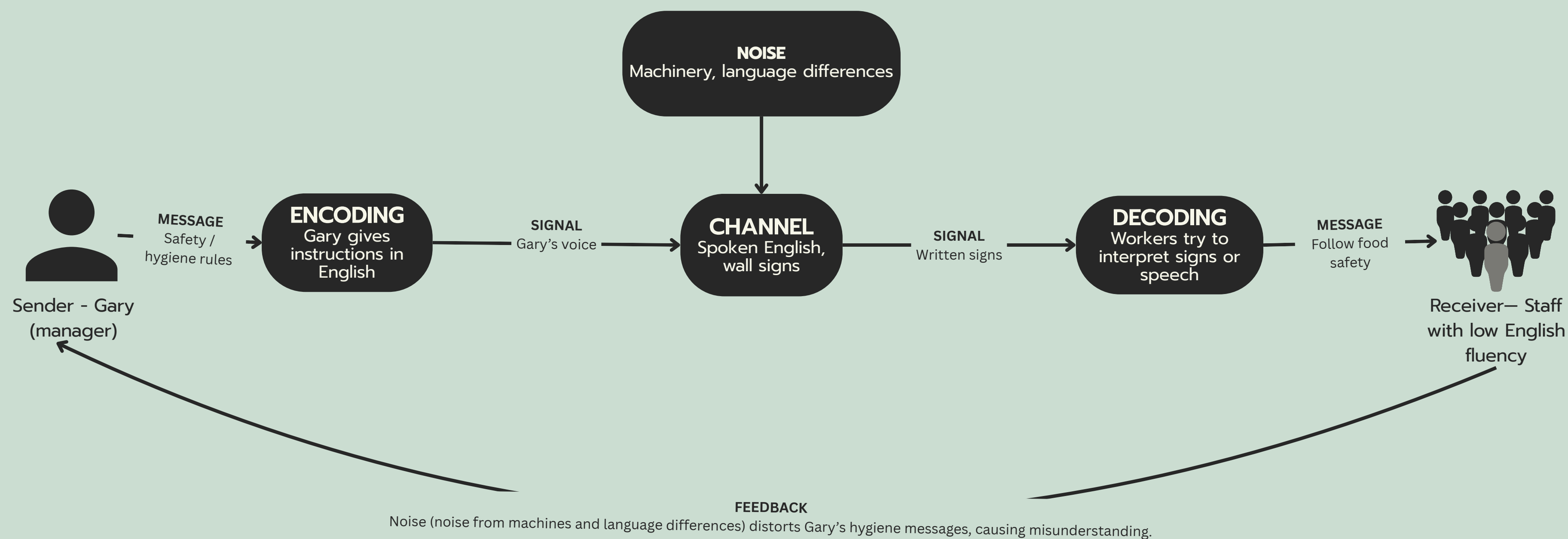
Key Communication Barriers

- Language differences (multiple cultures, low English fluency)
- Unclear communication methods (only English speech/signs)
- Lack of formal hygiene training before job start
- Loud, noisy environment
- Age differences

Case Evidence

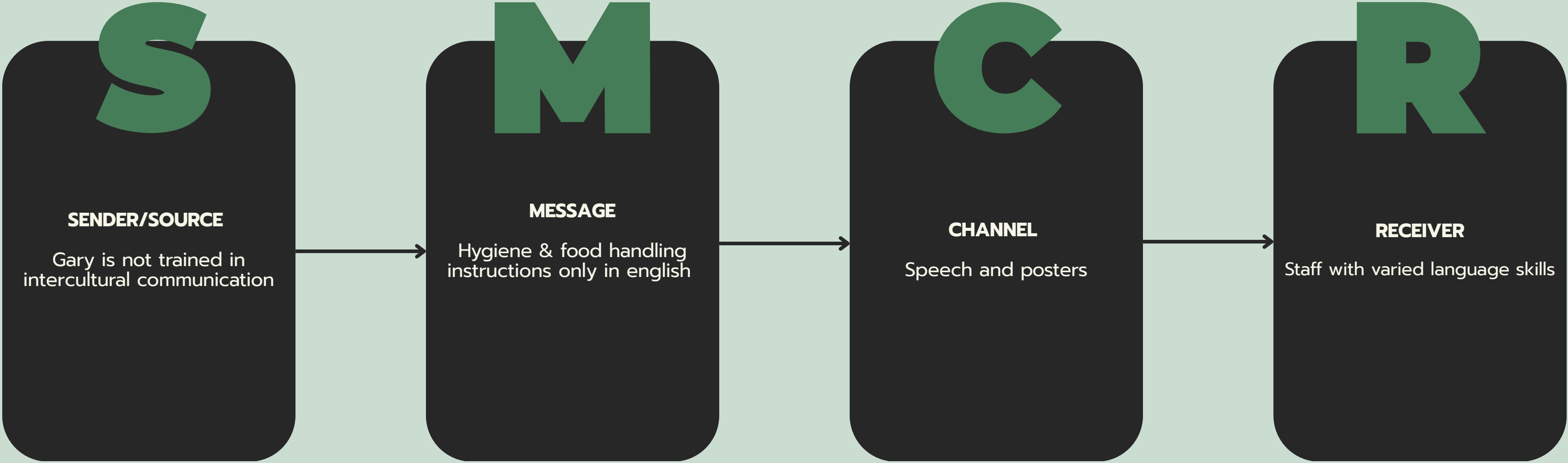
- Gary's struggle with explaining instructions
- Misunderstanding despite visual signs
- Chicken left out overnight
- Personal hygiene and uniform issues from the manager himself

Theoretical Model: Shannon & Weaver



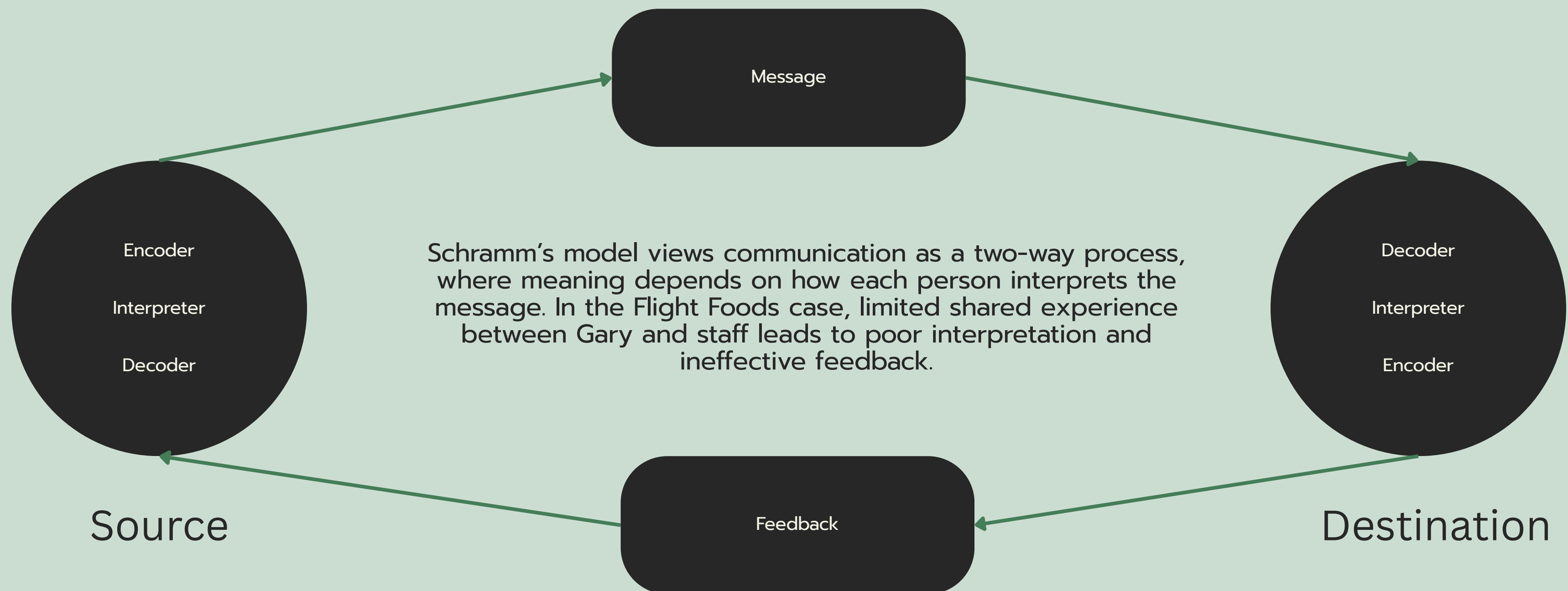
Source: Shannon, C.E. & Weaver, W. (1949). The Mathematical Theory of Communication. University of Illinois Press.

Berlo's SMCR Model



Problem: Message is not adapted for the audience

Schramm's Model



Solutions to Communication Barriers

- Use pictures and symbols on signs
- Have basic translations available
- Show training videos with demonstrations
- Pre-employment training in food hygiene
- Hire or assign bilingual team leads
- Invest in quieter machinery or headsets for clearer communication
- Regular feedback and supervision



Conclusion

- Communication barriers severely impact performance and quality
- Language, culture, and noise are core challenges
- Theories like Shannon-Weaver, and Berlo help explain the breakdown
- With the right strategies, Flight Foods can drastically improve operations



References

Berlo, D.K. (1960). *The Process of Communication*. Holt, Rinehart and Winston.

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