

# EFFECTIVE TEAM WORKING AND COMMUNICATION

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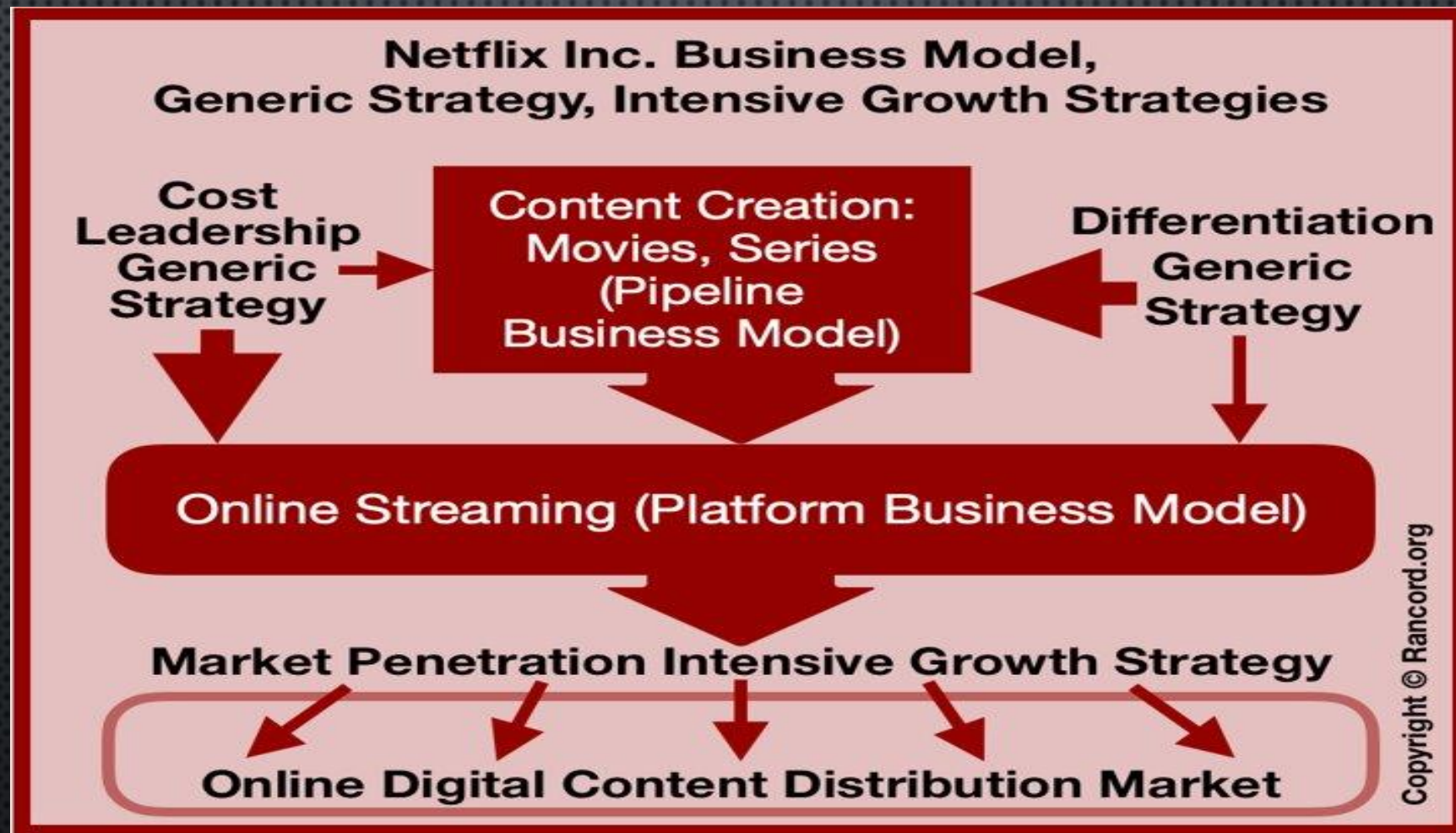
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# **PRESENTATION**

**Strategies for Effective Communication in a Business Setting**



- THE PRINCIPAL CHANNEL OF COMMUNICATION OF NETFLIX IS SOCIAL MEDIA. NETFLIX SOCIAL MEDIA TEAM USES IT INTELLIGENTLY TO GRAB ATTENTION AND AROUSE CURIOSITY. THEIR SOCIAL MEDIA TEAM HAVE A STRATEGIC AND CREATIVE APPROACH ENCOURAGED PEOPLE TO TALK ABOUT NETFLIX, ASK QUESTIONS AND CREATES POLLS STIMULATING USERS OR FANS TO CONTINUE THE CASUAL CONVERSATION THAT PLACES NETFLIX IN TRENDING TOPICS. PRIMARY PLATFORMS INCLUDE INSTAGRAM, FACEBOOK, SNAPCHAT, TIKTOK, YOUTUBE AND TWITTER.



NETFLIX COLLABORATES WITH A GREAT NUMBER OF COMPANIES AND APPLICATION SUCH AS BANKS, THEY ALSO USE E-MAIL MARKETING TO PROMOTE THEIR CONTENT.

THE RELATIVE ADVANTAGE TO NETFLIX COMPETITORS BEGINS WITH THE USE TECHNOLOGY. AN INTERNET-BASED SYSTEM ALLOWS A USER TO FIND MOVIE TITLES EASIER THAN STROLLING THE AISLES OF A VIDEO RENTAL STORE. NETFLIX HAS REPORTED 550 MILLION IN REVENUE FOR THE THIRD QUARTER OF 2010. AS NEW TECHNOLOGY BECOMES AVAILABLE, SUCH AS FASTER CONNECTION SPEED. NETFLIX FIND NEW OPPORTUNITIES WITH THE ADOPTION OF NEW PRODUCTS AND SERVICES AND THEY CAN CONTINUE THEIR RAPID RATE OF GROWTH WITH NO END IN SIGHT.

According to ANDREW LIMBONG (2021) some time ago, NETFLIX had a transphobic problem. Due to the incident, they had to fire an employee for some reasons. Netflix employees plan a walkout over transphobic comments made in the media. Here we can find some barriers to communication



## Barriers

Problems With  
Structure Design

Lack Of  
Common  
Experience

ATTITUDE

**"Effective communication is critical to any organization and can help it in many ways. In fact, communication plays a role in product development, customer relations, employee management – virtually every facet of a business' operations. Employees are a key audience because they often serve as the conduit to other audiences. If employees are informed and engaged, communications with other constituencies are likely to be strong as well" According to Leigh Richards (2019).**

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| Teamwork Evaluation                                          | Team responses.                                                    |
|--------------------------------------------------------------|--------------------------------------------------------------------|
| Who was in your team?                                        | George Giuliano Mihai<br>Catalina Bucataru<br>Dan Aurelian Dumitru |
| What were the key strengths of your team?                    | Communication and Trust                                            |
| What were the challenges that you overcame as a team?        | Distance between members and time management                       |
| What would you do differently if you worked as a team again? | Improve the time management                                        |
| How would you rate your team working? Out of 10?             | 9.5                                                                |