

NAME: ADEBOMI OLUYINKA SALU

STUDENT NUMBER: 1809923

LECTURER: ANUPAM MAZUMDAR

MODULE TITLE: EFFECTIVE TEAM WORKING AND COMMUNICATION
(BMSK4002)

TABLE OF CONTENT

1. INTRODUCTION
2. DEFINITION OF COMMUNICATION
3. TYPES OF COMMUNICATION
4. MODELS OF COMMUNICATION
5. COMMUNICATION IN THE WORKPLACE
6. PERSONAL EXPERIENCE AT MY WORKPLACE
7. COMMUNICATION SKILLS THAT NEEDS TO BE IMPROVED
8. CONCLUSION

INTRODUCTION

The success of any organisation or business depends on how effective their communication is reflected in employers and employees performance. This discussion will give an understanding of what communication means and the processes whereby some of the communication models are explored and understood.

According to Wrexham, (2012), communication is explained as a procedure for transferring information from a sender to a receiver through different channels and these could be in form of talking, singing, voice-tone, body language, sign language, eye contact, touch sounds, graphics and writing to mention a few. It is also important to understand how communication can be effective and what it takes to reach that goal.

Furthermore, I will be examining my workplace communication, how it affects staff productivity and make suggestions on how employers can improve.

DEFINITION

Communication is defined as 'The imparting or exchanging of information by speaking, writing, or using some other medium'. Retrieved from Oxford University Press (2018). Some of these other mediums are body language, emails, intranet, magazines, newspapers and social media.

Workplace communication embodies the above and it is inconceivable to imagine a day at work without one form of communication or the other which is why generally, work establishments believe they have an effective means of communication within their organisation. However from experiences, communication could be improved.

Similarly, communication is also defined as sending and receiving information between two or more people. Study.com (2003-2018). The sender sends the message whilst the receiver receives the message and all that is contained in the message could be for instance knowledge, directive, viewpoint, actuality, notion, purpose, feelings, and school of thoughts, to name a few. This can also be further illustrated by the diagram below which simply shows the first model of communication developed by Aristotle.



Fig 1.1 Aristotle's Communication Model (A Practical Communication Model)

Since Aristotle's 1st model, a few more elements have been added shown in the diagram below.

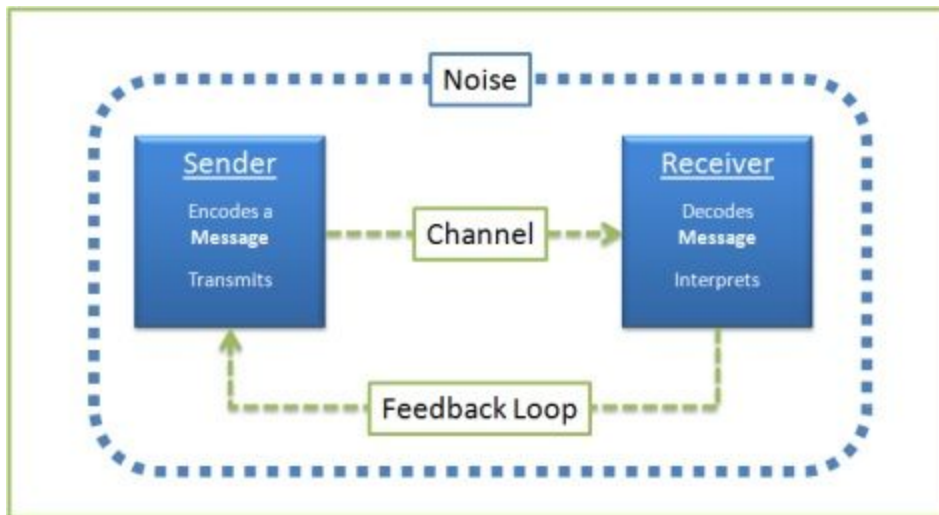


Fig 1.2

The Sender sends encoded messages to the Receiver who decodes the information sent for understanding. Whilst this is happening, the encoded message being transmitted could encounter Noise in form of disruptions or language barrier to name a few thereby affecting the interpretation of the message. In the middle of all these is the Channel which could be in form of telephone, face-to-face, social media, email, reports to name a few and to complete it is the Feedback Loop where the Sender receives a feedback from the Receiver.

TYPES OF COMMUNICATION

- Verbal Communication: Karl Popper, an Austro-British philosopher once said “It is impossible to speak in such a way that you cannot be misunderstood”. Dignen and McMaster (2013). I will interpret this as care and thoughts need to be given when speaking, most especially in the workplace so that misunderstanding is eliminated and correct information is transferred to the receiver. Verbal communication are spoken words sent to the recipient through different methods and these methods could be the telephones, TV, radio, person to person, voicemail and face-to-face.
- Non Verbal Communication: Body language is a very important aspect of this kind of communication because it captures the whole essence of the message before words are spoken. How we act, our posture, our gesture, facial expression, and even what we wear tells a positive or negative story to the receiver or observer.
- Written Communication: This could be in form of formal or informal communication. Formal written communication especially in the workplace takes the form of emails, official letters, business letters, circulars, press release, bulletins, manuals, journals and questionnaires to name a few. Informal written communication could be personal emails or letters, WhatsApp messages or texts and facebook messages.
- Listening: Listening is defined by Nordquist (2018) as the active process of receiving and responding to spoken and unspoken messages. People tend to confuse hearing with listening without realising that both actions are different. Whilst listening is as described above, hearing is the physical ability to detect sounds and the physiological process or function of receiving sounds. Maund, Schriek and Tinkler, (2017).

MODELS OF COMMUNICATION

To further illustrate the process of communication in the workplace, it would be appropriate to touch on some models of communication and this is illustrated in the diagrams below which are Berlo's model and Lasswell's model.

Berlo's Model of Communication (SMCR):

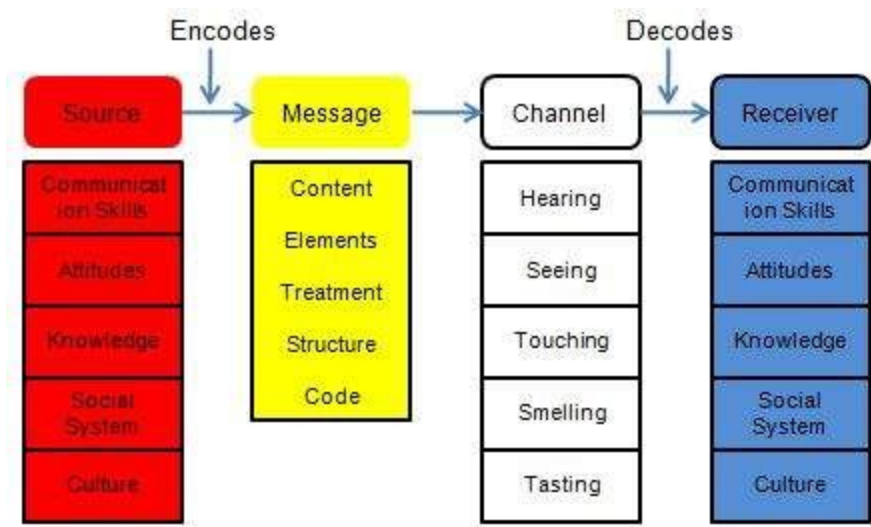


Fig 2.1 (Tutorialspoint)

Lasswell's Model of Communication (1948)

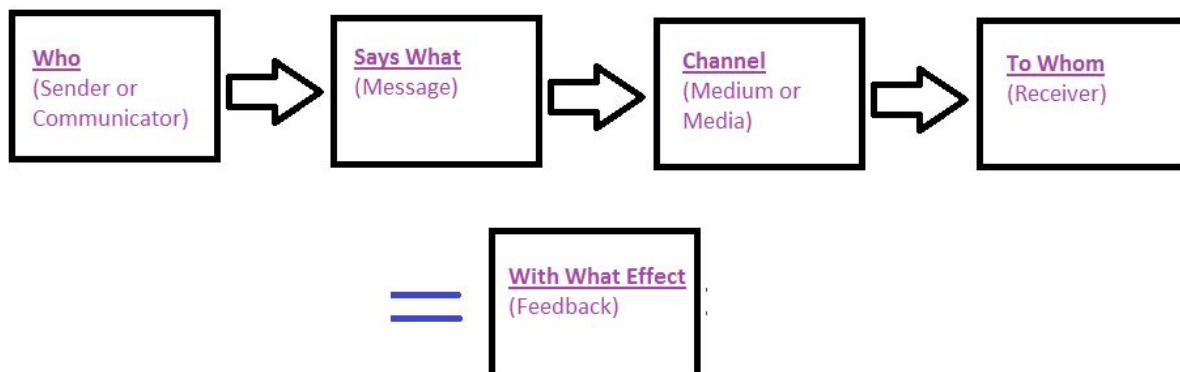


Fig 2.2 (businessstopia)

Berlo's model comprises of 4 units where each unit has sub-unit and in them the encoded and decoded messages have elements that makes communication effective. On the other hand, Lasswell's communication model could be seen as linear process of communication and not as rounded as Berlo's style. It can therefore be said that for communication to be effective in the workplace, Berlo's model would need to be adopted. It is pertinent to point out that not all organisations or businesses use Berlo's as most use the Linear style hence communication is always one-sided where employees feel they are not heard.

It is important to point out that there are other models of communication which are Shannon-Weaver Mathematical Model, Stern communication Model, Gerbner's General Model, Schramm's Model of communication and Helical Model of communication to name a few.

COMMUNICATION IN THE WORKPLACE

Communication has to be highly effective in the workplace to create productivity. All the types of communication i.e. written, verbal, non-verbal and also listening have their roles to play. An important factor of this is that the mode of communication has to be formal. Delving deeper into the effectiveness of written communication, it has to be written correctly and with clarity so that interpretation and understanding is clear. It also has to be courteous and complete, with a clear and simple language devoid of grammatical errors and jargons. When employers utilise writing to communicate with employees, it is crucial that the message is clearly understood so that the reply, instructions or information is functional. Furthermore, it should also be mentioned that different employers utilise different communication styles. Murphy, (2015).

- Analytical; They think and speak in numbers and data. For example, they would rather tell their employees that "productivity is up by 2% or 10%" than say "productivity is on the rise". They think logically rather than emotionally.

- Personal; Personal communicators use emotional language. Discovering employee's thinking and how they feel is important to them and they also make great listeners. They are very good at problem solving and are aware of body language in conversations. They can otherwise become too emotional in dealing with difficult situations.
- Intuitive; Most employers favour intuitive communicators because they are quick and do not waste time with jargons. They are aware of the vision and avoid details but like a wide overview of information. They do not procrastinate and prefer to get things done straight away. However, they can be very impatient.
- Functional; Functional communicators are the opposite of Intuitive communicators because they prefer details and like to have a plan. They communicate information in order, leaving nothing out and even the nitty-gritty so nothing is left out. Employees could get bored of listening and thereby lose concentration and interest. Murphy (2015).

Moreover, it is evident that all of these style have positives and negatives and therefore important that employers choose the right skillset in people to match tasks and whatever style is inherent in an individual, their must be flexibility as well.

PERSONAL EXPERIENCE AT MY WORKPLACE

Citing my experiences at my former workplace, I was made to believe that the organisation had to deploy series of new modes of communication because they realised the old ways were unsuccessful as staff morale progressively declined. One of the new ways is for the different team leaders to meet with the members of their team everyday in form of a huddle where staff were updated with any information, promotions and changes to enhance our efficiency especially when speaking on the phones to customers.

At The Royal Bank Of Scotland (RBS) where I have worked, team leaders would gather members of their team together on a daily basis for not more than 15 minutes to pass on any information about changes or new information that would affect the customers. At these meetings, feedback is also encouraged from team members which would then be relayed to the manager. Apart from these daily huddles, teams also meet for 1 hour per week (internal comms) where recreational activities take precedence. However, these could be times where staff are trained on any issues identified as weaknesses or hinders productivity.

It is a widely known fact that RBS has had serious problems in the past regarding the credit crunch of 2008 where confidence in the bank reached rock bottom. The bank had to be rescued by the UK government as a result of the catastrophic deals made, led by their former CEO Fred Goodwin. Wright (2017). Although RBS is still trying their best to live up to their mission of being number one for customer service, trust and advocacy, they have steadily begin to gain the trust back from customers.

RBS believes that by listening to the staff members by investing in them, their battle is being won. One of the ways the company have been trying to communicate effectively with their staff to raise morale is by introducing Facebook workpage. This has proven to be successful as the culture of the bank is changing for the better according to Wright, (2017). Also evident because it has given a voice to those staff who normally are silent.

RBS 'Facebook Workpage' is a social media medium where staff are encouraged to sign up and be part of many discussions and activities going on in and outside the workplace that is not personal. Employees are banned from posting anything personal and if this happens, the post is taken down immediately and the culprit receives some warnings.

Furthermore, 'Workplace' is being used for posting work activities, video projects, screen sharing and feedbacks from employees. Chowdhry (2017). He explained that RBS staff are able to perform their tasks more efficiently in a joint effort and it has become a very important tool in communication within the bank across the UK. My experience with 'Workplace' was positive as I was able to post questions which was promptly answered by

the wide section of staff. So many acts of goodwill have emerged from staff to members of the public as well. All these experiences of forward thinking in this age of technology and social media reinforces the fact that this company is moving ahead with the times in regards to communication in the workplace.

COMMUNICATION SKILLS THAT NEEDS TO BE IMPROVED

Owing to my workplace experience, communication skills that needs to be improved by employers in the following ways;

- Do not make employees compete against each other because this leads to a hostile environment to work. Employees should be given constructive criticism and duly rewarded as this encourages a sense of togetherness and mutual support.
- Provide suitable training for staff and make this on-going. Also device appropriate training programme for new employees.
- Make available adequate equipment and resources which would make employees daily tasks or jobs easier.
- Employers should learn to listen to their employees and this is by adopting one of the models of communication mentioned above.
- Create avenues for employees to share their experiences as RBS have done.

CONCLUSION

In conclusion, it is apparent based on the content of this discussion that effective communication is very important in the workplace. Those organisations and employers that have mastered these skills perform well and productivity is always on the rise. Effective communication allows tasks to be accomplished and staff relationship and morale positive leading to success.

REFERENCES

A Practical Definition Of Communication. (2018) Retrieved from <https://www.project-management-skills.com> (Accessed: 28th December 2018)

Chowdhury, A. (2017). Retrieved from <https://www.forbes.com> (Accessed: 7th January 2019)

Effective Communication in the Workplace.(2017) Retrieved from <http://Study.com>
(Accessed: 8th December 2018)

Maund, A. et al. (2017) Skills for the workplace student yearbook. London, Sage publication. P99.

Murphy, M. (2015) Which if these 4 communication styles are you? Retrieved from <https://www.forbes.com> (Accessed: 7th January 2019)

Nordquist, R. (2018) The definition of listening and how to do it well. Available at: <https://www.thought.com>
(Accessed: 13th December 2018)

Tutorialspoint (2018) Retrieved from <https://www.tutorialspoint.com>
(Accessed: 28th December 2018)

Wright, M. (2017). How RBS are using Workplace by Facebook to change corporate culture. Available at: <https://www.info@simply-communicate.com>
(Accessed: 3rd January 2019)