

**EFFECTIVE TEAM WORKING AND
COMMUNICATION**

MODULE:BMSW4002

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Introduction

Communication is an act of conveying the meanings from one person/group/entity to another through using the mutually agreed signs, symbols, and semiotic rules (Umeozor, Susan Nnadozi P 22). Communication can also be defined as the procedure of conveying intended information from sender to receiver who might be an individual or a group through media either verbally or through media such as fax, telephone, email, and many more. For effective communication to occur, there must be a sender and a receiver (Chandrashekar et al. P 43). Consequently, teamwork is the coordinated action executed by a group of independent individuals to achieve a common objective.

Importance of Communication

Effective communication is considered the organization's backbone because, minus proper communication cannot accomplish its objectives. With strong information, employees will understand their field of practice and effectively deliver as per the instructions (Fahn and Hakenes, P 33). Effective communication is one tool in achieving productivity and holding durable relationships at all stages of an organization. Workers who spend their time and energy in delivering clear communication lines will steadily establish trust between them and their employees.

Proper communication brings individuals together and ensures the continuity of relationships. This relationship can either be between the manager and employees or between employees. To establish an effective team will depend on how those team members communicate and collaborate. When a manager has implemented practical approaches such as

precise delivery of information, they are likely to go a long way in attaining an effective team. As a result, this will increase employee satisfaction and boost their morale.

Good communication will give everybody a voice. It is crucial for employee voices to be heard because their satisfaction depends on that. This can be concerning an idea they might have had and seek clarification or a complaint they want to make (Kurtz et al. P 103). When their voice is being heard and acted upon, they will feel accommodated. Well established communication should afford every individual, not considering their level. Workers can freely communicate with their peers as well as colleagues and superiors.

Innovation relies on good communication among team members. In a working environment where workers can freely open up and share their ideas, minus any fear of retribution, they are more likely to bring their ideas to the table. That is when an organization that encourages communication is far more likely to be an innovative one.

Good communication among the team encourages cooperation among team members. It will directly determine the success or failure of a given task that needs the whole team's active involvement and indirectly of the organization itself. When team members engage in open-minded communication where they can also ask questions rather than making assumptions, they develop harmony and trust within the workplace. These components collaborate to establish a good culture of camaraderie and success.

When the leadership of a company has strong communicators, they will manage their team effectively. As stated by Howarth et al. stated: "The delegation of tasks, conflict management, motivation and relationship building (all key responsibilities of any manager) are all much easier when you are a strong communicator (Howarth et al. P 65)." Managers should

understand that strong communication is not just the ability to speak to individuals but also to empower them to speak to each other. This way, team members will freely talk to one another and collaborate to achieve the intended objective. Facilitating significant communication channels is the key to being a good manager.

Methods of Communication

Communication is categorized in soft skills, which is significant in creating a healthy and efficient workplace. There are two types of communication skills, namely verbal Communication and Nonverbal Communication.

Verbal Communication

Verbal communication is the exchange of information between the sender and receiver by using words and sound. Verbal communication is mostly used during phone calls, presentations, one-on-one conversations, meetings, and video conferences (Sivtanides, P 7). Verbal Communication is considered the most effective and efficient way of communication. There are four types of verbal communication. They include intrapersonal communication, which is a form of communication that is very private and restricted to ourselves, interpersonal communication between two individuals. It is also known as one to one conversation. Followed by small group communication and public communication.

Non-verbal Communication

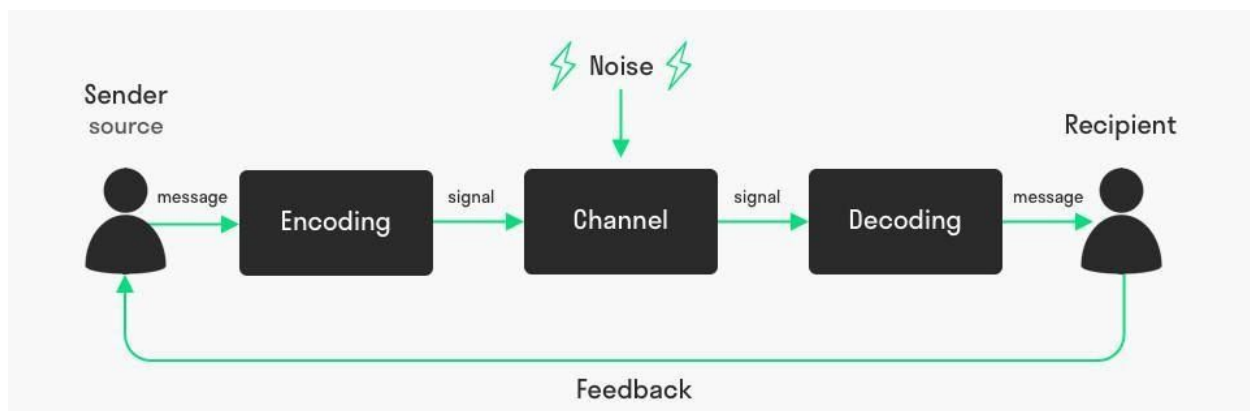
Non-verbal communication is the conveying of information or signals through a nonverbal dais such as gestures and many more. It is considered a substantial means of

communication. Experts have established that we respond to thousands of nonverbal cues and behaviors each day and behaviors such as facial expressions, postures, eye gaze, and tone of voice (Islam, and Kirillova, P105). From our hairstyles to our handshake, nonverbal details reveal who we are and impact the way we relate with another.

Theories and Models of Communication

S&W Model:

Shannon and Weaver's communication model offers a framework that assists people in understanding the communication process. This theory is well known for its ability to explain how the message might be misinterpreted in the course of communication. With S&W Model, the communication procedure begins with the sender encoding the message, medium or channel, noise, decoding the information, and concluding that the message is received and feedback is submitted.



The sender is the starting point of the communication process. It is an individual who has the information and wishes to share the information with others. This procedure initiates when the sender chooses a channel to convey the information to others. In this case, the sender can either share the message in various ways such as expression using body language, gestures, or facial expression; they can also choose to write the information or convey it orally.

Encoding is the next stage of communication where the information is encoded so that no individual, only the receiver, understands the message. According to Dirks, "Encoding can be done by a machine or a person that converts the information into signals that are exchanged between a sender and receiver (Dirks, P 21)." This theory was developed to illustrate the communication process through computers and phones that encodes the words by using radio or binary codes.

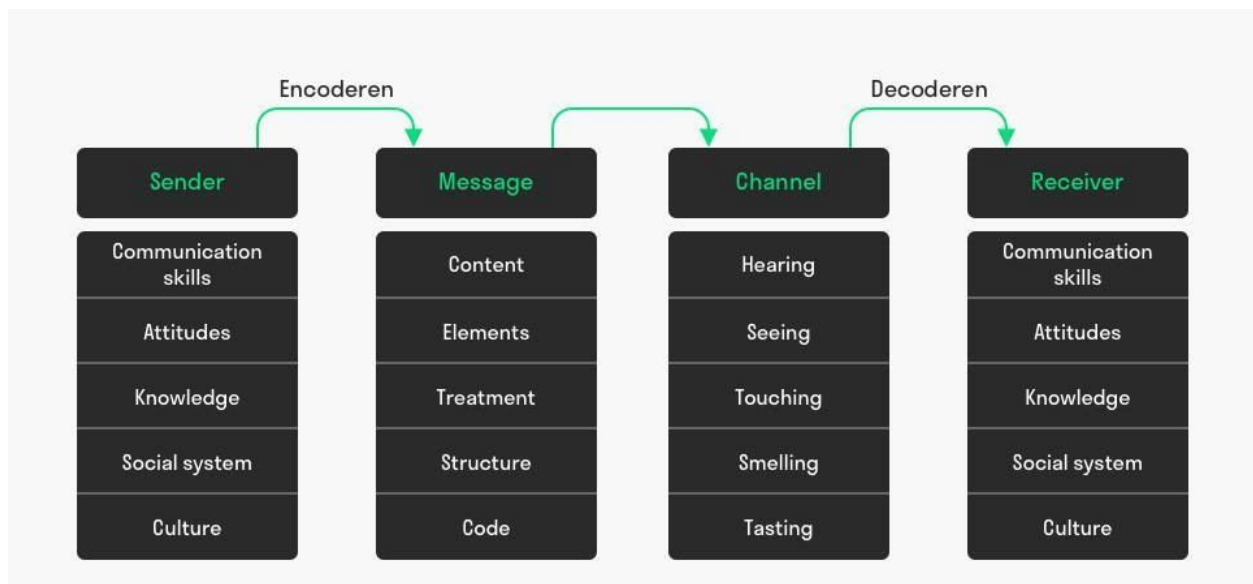
Channel or medium is the communication medium that allows a message to be exchanged beginning from sender after decoding and finally to the receiver. Noise is the disturbances that interrupt information during the communication procedure. It normally affects an individual's level of understanding of the message (Dirks, P 42). noise is classified into two categories, that is internal and external. Internal occurs when encoding and decoding a message in both sender and receiver end; they include low network slow internet. External takes place when external noises interrupt communication between the sender and the receiver.

Decoding is the opposite of encoding. It normally requires a person or device to decode information from the sender in a format that helps the receiver understand the message. The receiver is the final stage of communication. Feedback is the response given by the receiver to the sender concerning the message delivered.

Berlo SMCR theory of communication

This communication theory is also major about encoding and decoding information that occurs before and after sending and receiving the information. This communication procedure's primary components are message, sender, receiver, and channel (Tullo, P 61).

The following diagram illustrates Berol's SMCR communication theory:



Components of Berlo's communication theory

Sender: The first component is the sender, who is the source of information, or an individual who originates the information and conveys it to the receiver. The sender can only convey the message through communication skills that a person must possess to make excellent communication that impacts the listener. Another factor is the attitude of both the sender and receiver. They were followed by culture and knowledge and social system, which entails values, laws, religion, and beliefs, among many more.

Message: The process of developing a message (also known as encoding) is the transmission of thoughts into words that sends conveys to the receiver. This can be in the form of audio, voice, text, or any other media. Messages contain elements such as content, nonverbal language such as facial expression gestures and more. followed by treatment which is the manner in which message is transferred to the receiver and structure.

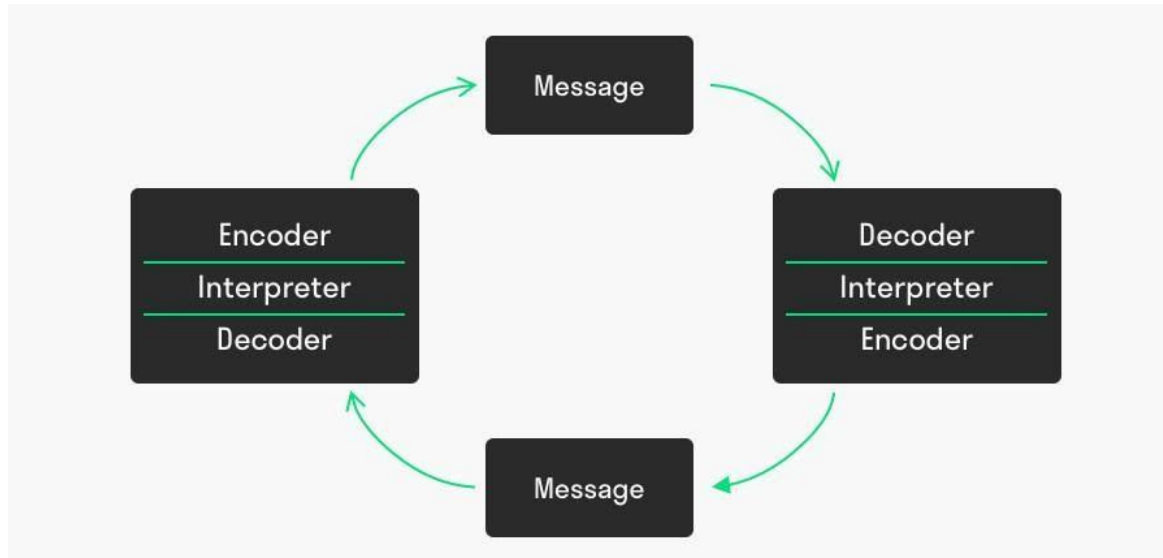
Channel is also known as the medium of communication. For instance, in mass communication, technical machines such as the internet, telephone, and many others can be used as the medium of communication. Although in general communication, the five human being senses are the channel for communication. They include seeing, hearing, smelling, tasting, and touching.

Receiver: This is the individual who gets the message and figures out what the sender is trying to convey then responds. It is also known as decoding. According to Berol's model "the effective communication can be achieved if the sender and the receiver are on the same level. The message might not have the same effect as intended if the receiver and sender are not similar."

Schramm Model of Communication

This model assumes that communication is a two-way process. It majors on the fact that the communication process is neither linear but circular. Meaning it needs more than a single party taking turns in exchanging messages (Tullo, P 61).

Components of Schramm model of communication



Like other components, the sender starts the communication while the message is the content being conveyed, and a receiver is a person who the message is going to or the decoder. Semantic barriers are things that affect communication, such as beliefs, experience, and values, among others.

Analysis

As we continue with our education and venture into the workforce, we are likely to experience instances where we have to work with another person or a team, Teamwork is a significant skill to attain since it establishes the precedent for successful projects and individual wellbeing. Effective teamwork and communication is one of the significant aspects for every organization in establishing a positive work environment. With effective teamwork and communication, workers can easily interact with one another and achieve organizational set goals and objectives in an appropriate time frame. Among the significant components to be considered when analyzing and evaluating any given workplace is the manner in which it communicates. Communication holds a potential role in the workplace. Good communication is a vital factor in achieving efficiency and maintaining a great working and collaborative

affiliation at every level within the organization. In other words, developing and maintaining a positive working environment at the workplace is the meaning of effective communication at the workplace. Workplace communication basically refers to the process of exchanging the information and thoughts between an individual or group to another individual or group through verbal or non-verbal actions within an entity. It comprises text messages, calls, emails, notes, announcements etc. Good Communication assists in developing understanding and increasing productivity among team members. When team members have the exact understanding concerning the goals and objectives work will proceed efficiently and effectively. Projects will be completed timely which will result in business continuity. Besides, timely finished projects will lead to rapid invoicing turnaround and steady cash flow for the organization. This will lead to both short term and long-term advantages for the organization.

Personal Application

Final year students who majored in Multimedia courses were assigned a duty of developing skills and expertise in creating and managing client web sites. The unit IMM 3228/4228 – "Project Management Methodologies", at team comprise five students who were needed to utilize their specialist skills to meet a "real need" for an industry client. Their role included programmers, project managers, and graphic designers. The objective was to have students experience project management issues that might occur when dealing with clients in real projects and was significantly major on problem solving and teamwork. The environment was grounded on reflection, self-regulation, and the learning principle of authenticity. One team was extremely effective in establishing quality products, and cooperated in an extremely successful manner. Another team encountered severe team glitches, which made it dysfunctional and had to be split.

Successful team

The successful team major on the project and the manner in which the procedure of development could be improved by exploring client and users expectations. Any meetings they held were always successful and there was no stage that the team encountered any problem. The team achieved these successes because they were committed to team success and shared objectives. They were significantly focused on delivering quality products and were not affected by any issues within their circle. The team members also understood that they were brother's keepers and they knew that success of the team was based on the contribution of every team member. They explored interpersonal skills where they respected and supported one another. They also practiced open communication and positive feedback. They held open communication on any problem or difficult issues. Meaning they based their work on dialogue which allowed the team to open up about their concern.

Limitations on failed team

The failed team was not committed to success and shared an objective. one of the team members was highly committed in achieving quality work while others were only committed to pass and not to deliver as the client and users' expectation. Also, team members were significantly interested in the task and not focus on others who might need their help. This led to lack of team cohesion and collaboration leading to a feeling of disempowerment. They should have no interest in each other and give little or no attention in supporting their colleagues in difficult moments. Lastly, comments established by team members showed that peers were selfish of their condition and glitches, and were not motivated to discuss glitches, as they would only fascinate disapproval and negative feedback.

Strategies of effective team work

Teamwork is a significant element in the organization since it assists the company to vision with collaboration and coordinate with each other. Some of the strategies for effective team work includes:

Establish pre-defined objectives: every team member should understand exactly what they are doing and the reason they are doing it and the moment they should finish the assigned task (Bayle et al. NP). This assist members to compare themselves with their colleagues and

Identify good work: recognizing an obsequious employee when they finish work on time will boost the self-assurance and inspire the team members to hold on to good work.

Speedy resolution of skirmishes between the team members: conflicts within the team need to be achieved clearly within the team. "If a member has any issue they face issues like how to handle it? Whom to speak first? These practices and expectations need to be made clear from the start so that they can quickly handle the situations that help a team to maintain a proper working environment (Dirks, 2019)."

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