

Moodle title: Communication skill in workplace

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The purpose of this report is analysing communication skill in the workplace. It will explain the models of communication, non-verbal communication, verbal communication, the importance of effective communication in management and workplace and the role of cross-culture. The report will also detail the effective communication strategies.

The conclusion will show how all these areas link together to improve communication skills for people in the organisation as well as what I am going to do to improve my skills in the areas of the essay.

Communication is about the sender and receiver, it means sending or receiving information by speaking, writing or using other medium. Interpersonal communication is further complicated because it is usually not possible to interpret a gesture or expression accurately on its own.

Communication skills are foundational for individual, team and organizational success. For example, in a job interview the most important criteria in evaluating a candidate are verbal communication and interpersonal skills.

Face to face communication is one of the most common way to communicate each other, but because it is hard to know the exact intent of one another's comments use of people's body language and facial expressions, as well as understand the tone of voice plays a big role. Non-verbal communication included not just words, but word fillers and facial expressions. It is important to interpret these properly to communicate fully (Quintanilla & Wahl, 2017).

Good communication brings the advantage of saving time and money and providing speed of feedback and also maintaining clarity of message. On the other hand, the disadvantages of it are changes and distortion of meaning, sometimes not convenient for long message, irrelevant information and creating a misunderstanding.

The following will be going to explain the modes of communication, non-verbal communication and verbal communication.

Models of communication include:

1. Shannon & Weaver (1949) which follows the concept of communication in a linear fashion from sender to receiver with the following steps. It starts with the sender who has the information. The sender can use multiple different way to send. This is the second step that is encoder. Encoder means to converts the idea into signals that can be sent. It can be verbal communication (through spoken word), or non-verbal communication (through writing, body language or music). The third step is the channel or medium such as internet or telephone. A factor in communication is "noise", it means interruption which is occurred in sending a message from the sender to the receiver. Noise can be internal and external.

2. Schramm (1949) who studied the impact of the message on the receiver both the 'desired and undesired'. In this model communication between parties includes exchange knowledge and experience, provide suggestions and commands, and ask questions. It processes transmitted information by semiotic rules which includes syntactic, pragmatic and semantic.
3. David Berlo (Berlo, 1960) who expanded Shannon and Weaver's 1949 linear model of communication and created the Sender-Message-Channel-Receiver (SMCR) Model of Communication. The process starts at the source which decides the communication skill, attitude, knowledge, social system and culture of the communicators. Then the next step is encoder which develop the message. The third step is channel which means the message is carried by hearing, seeing, touching, smelling or tasting. The fourth step is decoding which means the interpretation of the receiver. Finally, the communicators understood the completed message.

Non-verbal communication consists of various expressions, hand and eye movements, postures, and gestures which should be interpreted along with speech (verbal communication).

There are many different types of non-verbal communication including body movements, posture, eye contact and the tone and pitch of a person's speech. Non-verbal communication can be very important in communication as people take a lot of meaning from body language and in some cases even more important than verbal communication, having a great impact on the listener and the outcome of the communication.

Non-verbal communication strategies, over and above what is actually said, can help to improve interaction with others. Knowledge of these signs can be used to encourage people to talk about their concerns and can lead to a greater shared understanding.

Verbal communication is one of the most common ways individuals communicate with the other. It requires to make effective language skills. Give feedback and active listening are used very often in the verbal communication. Active listening skill is the key components to understand and interpret the verbal message. It requires the listeners to "get into other shoes". This will be seen as consideration from the 7 C's Effective communication strategy.

There are 7 C's of effective communication strategy which are applicable to both written as well as oral communication as below (Centrer & Cutlip, 1952).

1. Completeness – It should be a complete communication. The sender of the message must make sure to deliver all desired and crucial information without leaving questions. It enhances reputation of the sender and helps better decision-making.
2. Conciseness - Conciseness means wordiness or concise message by avoiding using excessive and needless words. It is both time-saving as well as cost-saving.

3. Consideration-consideration communication means modify the message must be suited the receiver's needs.
4. Clarity – It means focus on a specific message or goal at once. Completes clarity of thoughts and ideas with exact, appropriate and concrete words.
5. Concreteness - Concrete communication implies being particular with specific facts.
6. Courtesy - Courtesy in message means the sender should show respect, polite and positive in the message.
7. Correctness - Correctness in communication is the message is exact, appropriate and well-timed.

An effective communicator is very good of awareness of these 7 C's of communication (MSG, 2019)

Another strategy be applied is SOLER (Anon., 2015) a non-verbal communication that is used as an aid to better listening. This strategy is often used in healthcare, helping others to feel heard and valued and the recipient of the message to completely understand the message.

The SOLER stands for:

S: Sit or face SQUARELY, it shows you are involved and avoids staring.

O: Keep an OPEN posture at all times, not cross arms and legs to make people feel welcome.

L: LEAN slightly in towards the client. It shows you are listening what the people have to say.

E: Maintain EYE CONTACT with the client. Use good eye contact shows you are listening and engaged without being distracted.

R: RELAX. When a person is talking you must stay calm and focusing to help the client to relax.

There is cross culture aspects that affect effective communication. We now live in a global world; it means to recognise that others might be thinking in very different ways. It is important to study about others values, thinking and behaviour. The role of cross-culture is essential on effective communion. The challenge is how to interpret accurately according to the information being collected. The significant impact on how the messages we communicate are received and acted on is from other people's perceptions of us. Developing a good understand by overcome perceptual and other cultural barriers is important.

In my own experience, at the very beginning when I arrived London, in my clinic, a British client said she was happy with my massage and might came back next week. I believed what she said. But later on, I found out from my colleague who did her massage the week follow. She

didn't like my massage and our conversation during the massage. The lesson I learned from her is the British language culture, it is rude or impolite to harm other's feeling by direct speaking. It is essential in management and workplace with a competent communication within group setting (Worley & Dyrud, 2001). In an effective and high-performance team, a manager must have an ability to encourage and develop others. Communication in management is important because it reduces time scales and improves the use of resources (productivity), reduces conflict and improves the motivation of employees.

Managers need to be aware of their tone in communication and use correct punctuation in communication as these are representative of the manager along with the correct use of formality in language. Emails can easily be misunderstood as they can lack the tone of face to face communications and most importantly the receiver cannot see the deliverer of the message so vital non-verbal signs can be missed – this has led to the rise in the use of emoji's to contextualise written communications especially in social media but now also within the workplace.

The culture in the organisation can also effect communication. Some organisations may have an informal approach with a lot of verbal communications, others may insist on written and recorded correspondence in all instances or others a blend of the two. For example a legal settings may have a different approach to that of a volunteer organisation when the role of communication has different purposes and assumes differing risks if things are miscommunicated. So communication accuracy and appropriateness is also a factor depending on the context of the organisation. The receiver's expectations are also important and need to be considered by the sender. Few employees would want overfamiliar communications from their managers but confusingly may be happy to receive more informal communications from their co-workers and even more informal communications from friends, so again context and expectations play a vital part in effective communication.

More lately communication via email and social media has revolutionised communications (or even led to over communication). Employees now are "on call" for much longer due to "synching" their devices to work devices and instant communication whilst having obvious benefits can also lead to more stress and negative feelings toward to organisation. Similar issues can be found with file and document sharing where people feel exposed because of the enhance degree of "sharing" or communication. These feeling may prompt a backlash and potentially inhibit improved communications as works turn their back on instantaneous communications.

The purpose of this report was to show factors that make up to communication and how they link with each other to make effective communication to increase employment prospects. Each can be successful in isolation but combined together give better outcomes for the organisation

and also the employer. The formality of the language one uses should match the formality of the situation and the relationship between the writer and reader.

My report concludes that if the skills are studied in an academic environment then they can be applied in the workplace so improving outcomes. Successful academic study can enhance the employability of a person.

I need to improve my skills in all of the areas above and intend to use my studies to support my learning and experience in the workplace. I will do this by further researching the theories as above and applying them in my workplace and my every day practice. I am also very conscious that I need to work on my written communication skills and ensure they are in line with what I am trying to communicate. My studies will support this when I apply them in work.

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