

— Presentation- Strategies for Effective Communication in a Business setting.



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The purpose of communication is the transfer of information between people, involving a person or entity sending out a message and another receiving and successful understanding the message in response(Torrington and Hall,1998).

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Theories relating to models of Communication.



Mass styles of communication research has grown into a vast academic industry. (Nordenstreng, 1968: 208.)

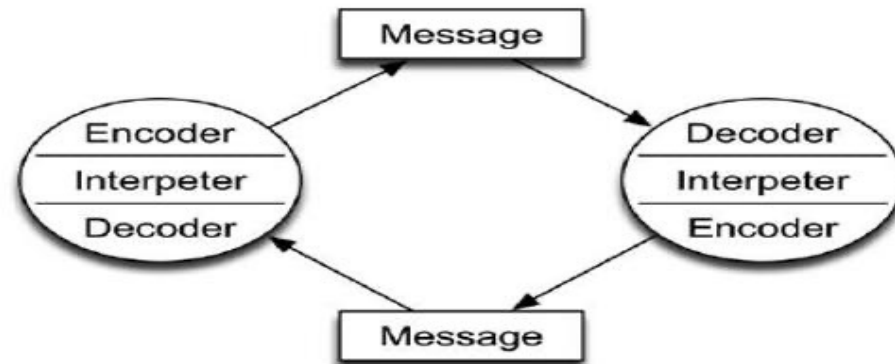


This diverse scholar has occasionally perceived a unity which can be made secure by constructing a single theory for the field of communication with the continuous benefit for all concern which could further enlighten and also for future endeavours. When communicating from the onset, those that is spearheading such topics that should initially be from diverse individuals hence this reaches a wider audience which could lead to deeper conversations without communicative barriers.



Schram's Model Of Communication was postulated by Wilbur Schram in 1954

- Schramm's model is pointing out the importance of three factors in communication: the source, the message, and the destination. Ideally, the source encodes a message and sends it via some channel to its destination, where it is received and decoded.
- Considering the sociological aspects of communication, Schramm observes that for comprehension to occur between the source and the destination, they must share something in common (Lee,1988)



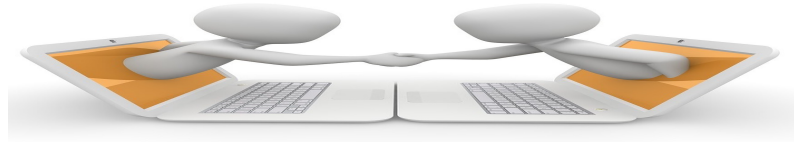
It's all about communicating

(David G. Schwartz, 2001)



Face to face communication is the best way to establish and nurture human relationship ,underlying business relationship (Nardi and Whittaker, 2002).

The visual channel increases the probability of informal interaction by helping organizational members simultaneously identify a partner, topic, and moment for conversation and by helping them manage the transition from lack of engagement to engagement in interaction (Fish at al, 1992) .



Email communication .Technological development has made email an indispensable part of the daily routine of employees and management(Men, 2015).

Organizations' usage of email decreases the necessity for face-to-face contact. Emails can be written, removed, edited, rewritten, and restructured multiple times before being distributed without the receivers knowing(Panteli, 2002).



Calls: Telephone calls are the most effective form of communication in an organization. They can be formal or informal. It is important to have a correct combination of informal and formal communication, as it is contributing to collaboration and trust between organizations and employees (Bond-Barnard, Steyn and Fabris-Rotelli, 2013).

Online Platforms:



Consumers now have more options to communicate than they have in the past because of the internet. Social networks such as Facebook, WhatsApp etc. allow individuals to share a connection between users, who have a public connection with one another (Scott and Bradshaw, 2013)

Team work



Daily management meetings



Channels for better communication



Project meetings

Verbal communication



Open dialog

Effective internal communication is crucial for successful organisations as it affects the ability of strategic managers to engage employees and achieve objectives(Welch and Jackson, 2007)



Miscommunication, misunderstanding, and team conflicts are common when people come from different cultural backgrounds. It is caused by a variety of cultural backgrounds, as well as differences in environment and education. (Chlopek,2008)

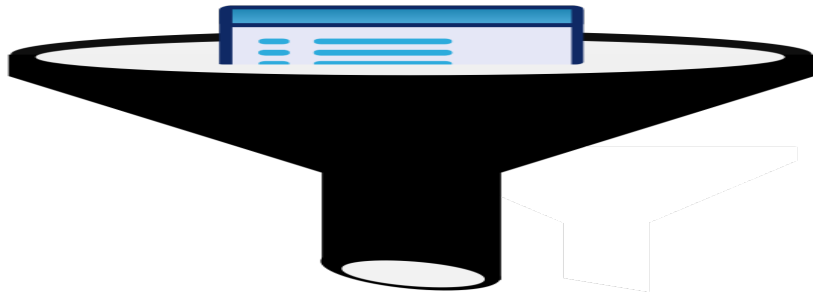


Workload: The number of responsibilities a person has at any particular time is referred to as their workload. It is one of the most typical barriers that employees and businesses must overcome. It can be difficult for certain employees to cope with the workload because not everyone is capable of doing so.

The amount of work you do has a major impact on how well you do your job (Warraich ,Ahmed and Ahmad,2014).



One of the most significant communication barrier is language barrier, employees inability to communicate in English contributes to a culture of frustration, tension and discontent. It affect management because they are unable to deliver the correct message, the result could be a personnel turnover and major errors (Madera, Dawson and Neal, 2014).



Filtering barrier is when we see and hear what we are emotionally tuned into see and hear the majority of the time. Our personal needs and interests, which guide our listening, cause filtering (Lunenburg, 2010).

Impacts of effective communication in health and social care.



- ✓ • **Accurate diagnosis**
- ✓ • **Proper adherence by patients**
- ✓ • **Reducing errors**
- ✓ • **Team Satisfaction**
- ✓ • **Patient Satisfaction**

(HospitalPORTAL,2016)



Conclusion

The case study presents theories, barriers and impacts for an effective communication. With this, we conclude our findings on the topics assigned, we research on various topics and discussion to create this presentation. Our topics is relating to ways of effective communication within a business setting . We elaborate on barriers of communication ensuring no barriers should enable accurate communication, in any organization etc. Also, the impacts show all organizations must work if they want healthy and confident and competent employee/employers/patients.

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Teamwork Evaluation	Team responses.
Who was in your team?	Oslava , Aurelia and Maureen
What were the key strengths of your team?	To create a presentation for theories of communication ,channels of communications , types of barriers that can prevent effective communication. The impact of effective communication and staff and patients .
What were the challenges that you overcame as a team?	We struggle with time keeping due to personal circumstances then we managed to arranged group meeting and overcome our difficulties.
What would you do differently if you worked as a team again?	I would not do anything differently.
How would you rate your team working? Out of 10?	8\10

Teamwork Evaluation	Team responses.
Who was in your team?	Maureen Aurelia and Oslava
What were the key strengths of your team?	Team members are diverse, everyone contributes their fair share of the assignment. We communicate with all available channels teams WhatsApp and telephone.
What were the challenges that you overcame as a team?	At first we struggle to get started, we then create our WhatsApp group then things got to where it intended to be.
What would you do differently if you worked as a team again?	Nothing. We make a great team.
How would you rate your team working? Out of 10?	8/10

Teamwork Evaluation	Team responses.
Who was in your team?	Aurelia, Maureen and Oslava
What were the key strengths of your team?	The key strength in our team has been communication because we always get contact one with the other. Also everyone has contributed fair in this presentation and it helped us a lot.
What were the challenges that you overcame as a team?	The biggest challenge has been when the teacher make the groups because we never worked together before and this think struggle me a little bit, but the girls have been amazing.
What would you do differently if you worked as a team again?	I would not make any changes , because we make an amazing team
How would you rate your team working? Out of 10?	9/10