

COMMUNICATION PROBLEMS AT FLIGHT FOODS LTD

Module: Effective Teamwork and
Communication (LCLM4003)

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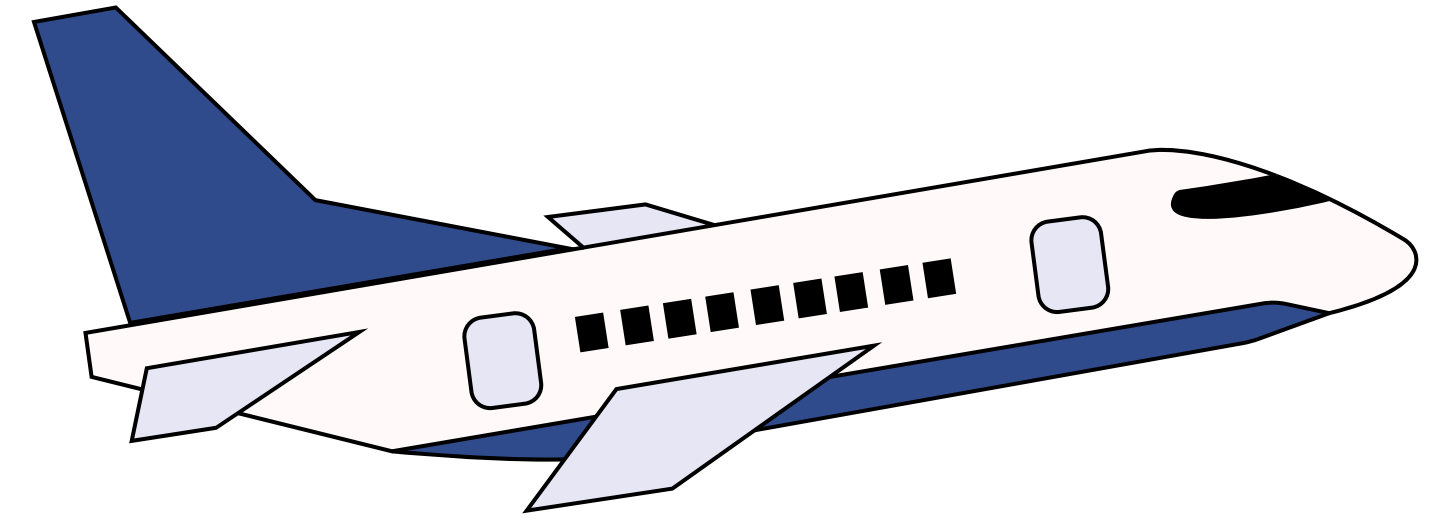
Flight Foods Ltd

Who are Flight Foods Ltd?

- Flight Foods Ltd are a medium-sized company that manufacture ready meals for airlines.

Main Issues:

- The company is losing customers because of:
 - Undercooked food
 - Poor packaging
 - Meat found in vegetarian meals
- These problems are linked to poor communication in the workplace.



Barrier 1: Environmental Noise

Case Study Example:

- Factory is full of noisy machines.
- Gary struggles to communicate instructions.

Theory: Shannon and Weaver Communication Model (1949)

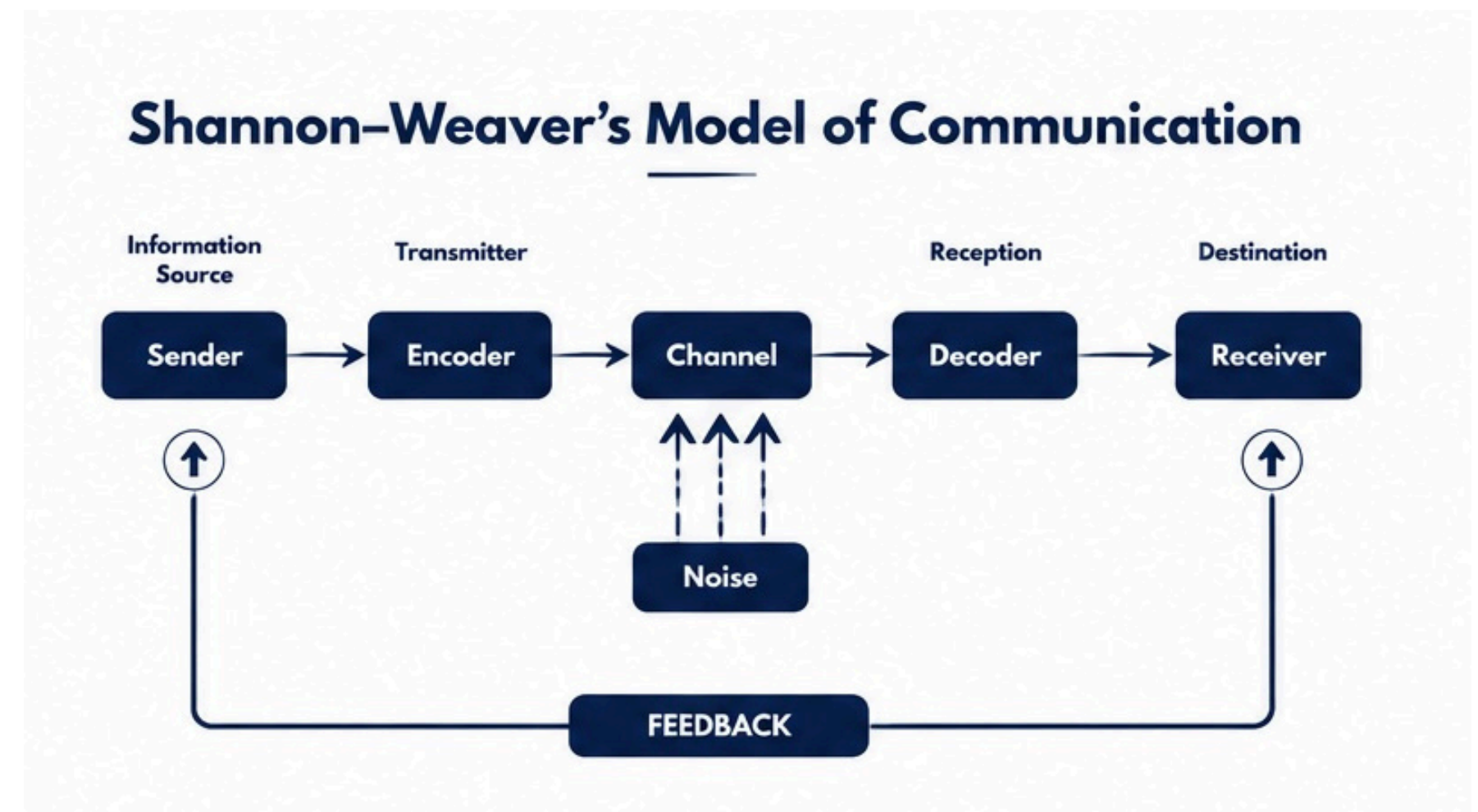
- Physical noise disrupts communication

Impact:

- Staff misunderstand instructions.
- Food hygiene mistakes occur.

Recommendations

- Replace or maintain machinery.
- Use visual instructions.
- Hold team briefings in quiet areas.



Barrier 2: Language

Case Study Example:

- Workers speak different languages.
- Gary says they only use “a few English words.”

Theory: Berlo's SMCR Model (1960)

- Communication depends on shared language and understanding

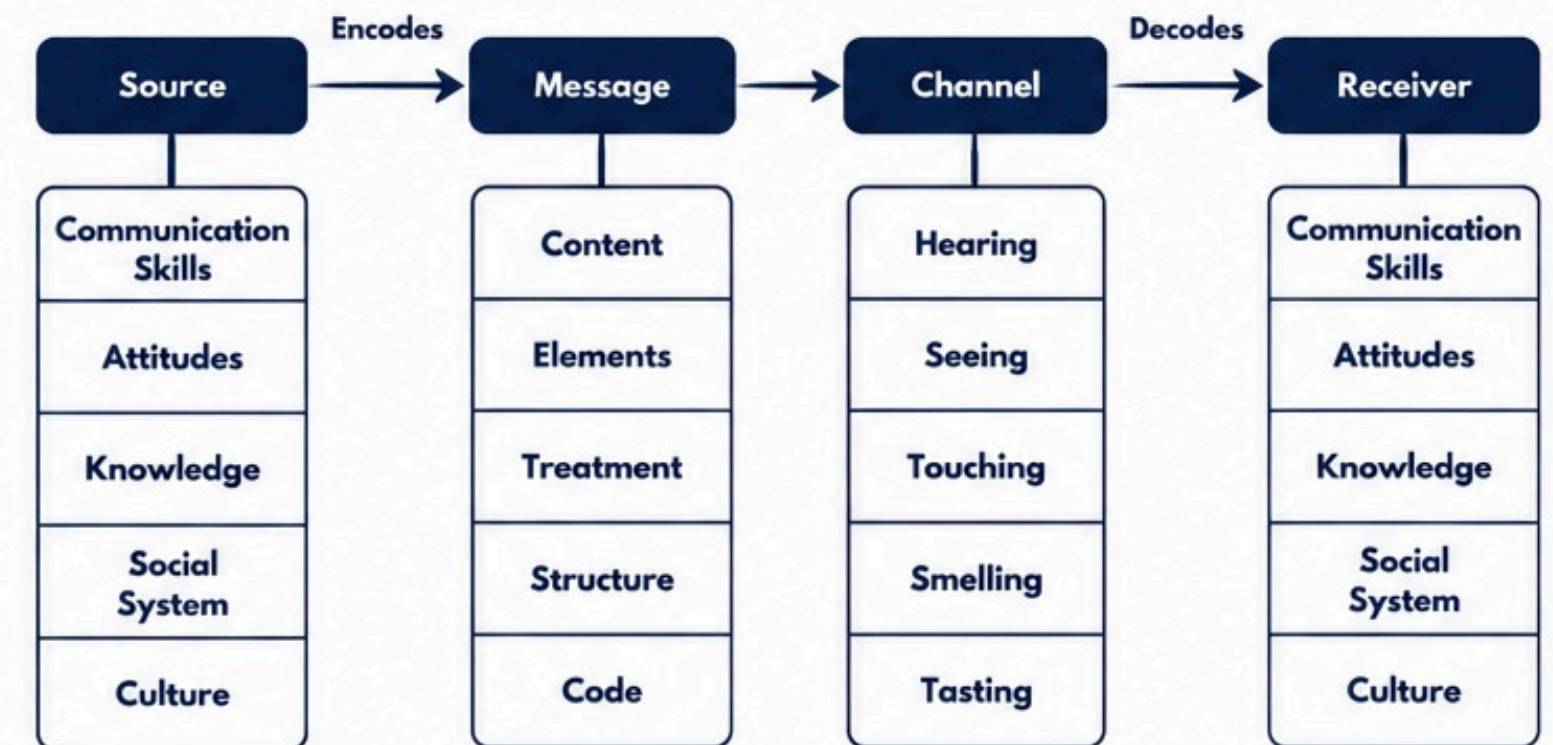
Impact:

- Instructions are misunderstood.
- Increased food safety risks.

Recommendations:

- Translate instructions.
- Use pictures and symbols.
- Provide english language support.

Berlo's SMCR Model of Communication



Barrier 3: Age

Case Study Example:

- Workers aged 16–60.
- Younger staff ignore instructions.

Theory: Schramm's Communication Model (1954)

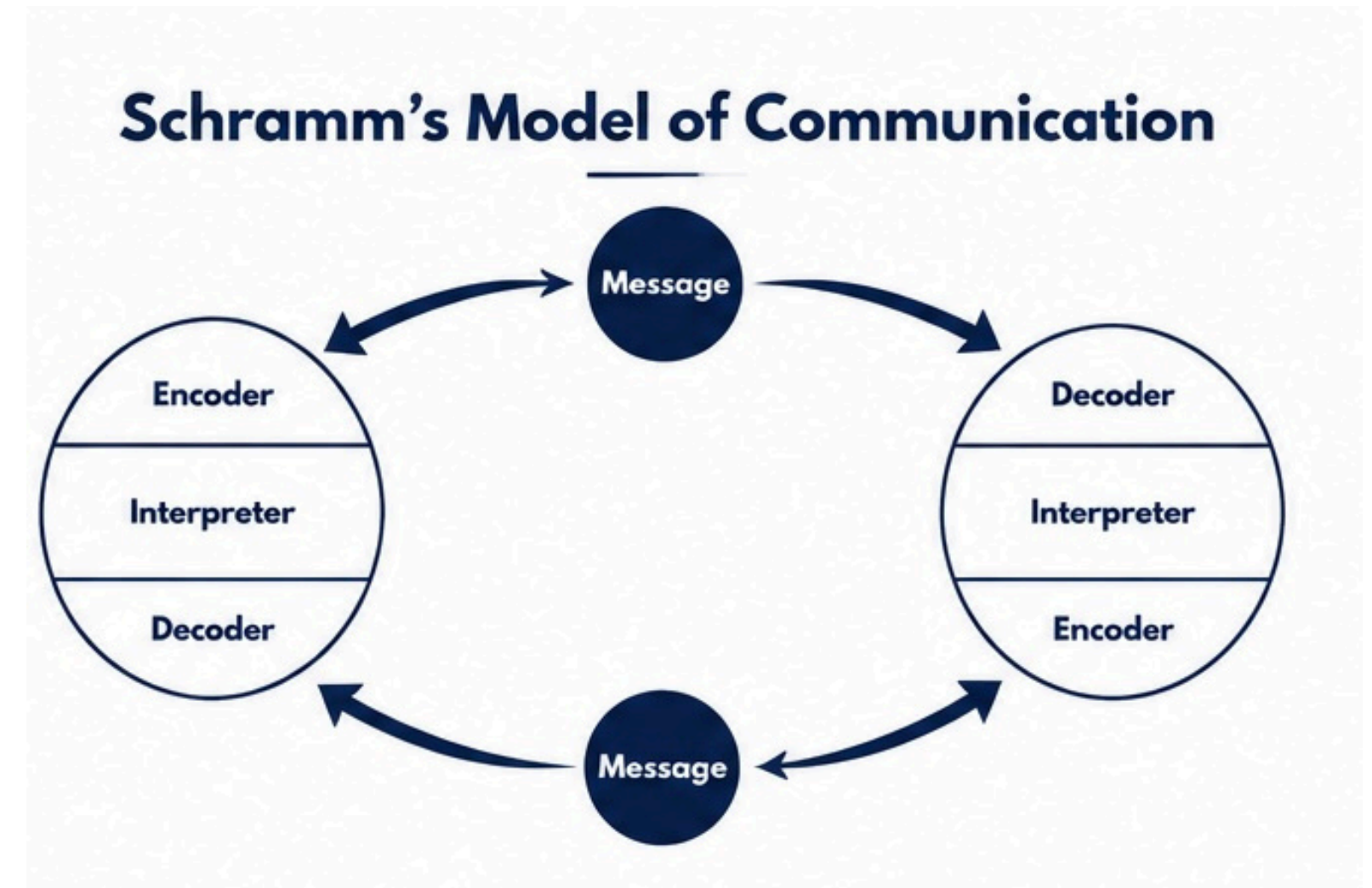
- Different experiences affect communication.

Impact:

- Different interpretations.
- Inconsistent work practice.

Recommendations:

- Mentoring.
- Practical demonstrations.
- Regular feedback.



Barrier 4: Cultural Barrier

Case Study Example:

- Five different cultural groups.
- Different workplace expectations.

Theory: Berlo's SMCR Model (1960)

- Culture influences communication.

Impact:

- Misunderstandings.
- Poor teamwork.

Recommendations:

- Cultural awareness trainings.
- Standard food hygiene procedure.
- Encourage collaboration.



Barrier 5: Emotional Barrier

Case Study Example:

- Gary becomes frustrated.
- Calls workers "idiots."

Theory: Argyle's Communication Cycle (1972)

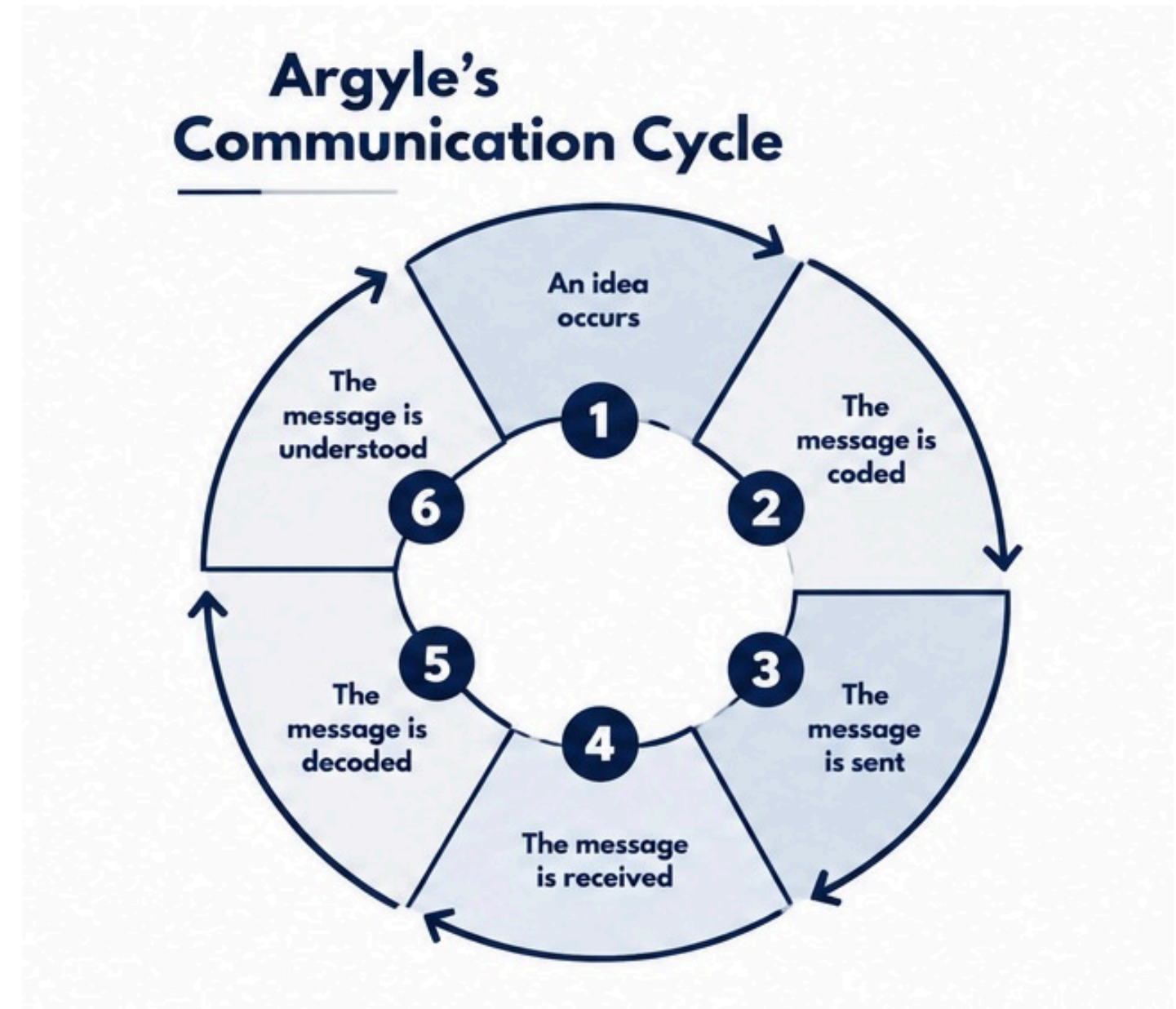
- Effective communication depends on feedback and mutual understanding

Impact:

- Lower staff morale & confidence.
- Employees may avoid asking questions.

Recommendations:

- Leadership training.
- Encourage two-way communication.
- Respectful communication and stress management.



Overall Recommendations

- Food hygiene training before employment begins
- Clear induction programme
- Regular team meetings
- Multilingual signs
- Practical demonstrations
- Upgrade machinery
- Positive leadership



Conclusion

- ✓ Communication barriers reduce food quality.
- ✓ Poor communication leads to customer complaints.
- ✓ Applying communication theories helps identify effective solutions.
- ✓ Implementing effective communication strategies can improve teamwork, food safety and customer satisfaction.



References

- Argyle, M. (1972). *The Psychology of Interpersonal Behaviour*. Harmondsworth: Penguin.
- Berlo, D.K (1960). *The Process of Communication: An Introduction to Theory and Practice*. New York: Holt, Reinhart and Winston.
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THANK YOU

For your attention