

Effective Team Working and Communication

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Table of Contents

Introduction.....	4
Discussion.....	5
Conclusion	10
Reference List	11

Introduction

Good communication is necessary between the members of the organisation for effective team performance. Communication network enhances motivation and satisfaction of the employees and reduces the chances of misinterpretation. Tesco is a food retail company that has been formed in 1947 and is headquartered in Hertfordshire, United Kingdom. There are 321490 workers working for the employer of Tesco (bloomberg.com, 2019). This public limited company has operations throughout Europe and other nations as well. Jack Cohen has founded this enterprise and presently John Allan is its chairperson. Its revenue has been increased from 57.5 billion British Pounds in 2018 to 63.9 billion in 2019 (tescoplc.com, 2019).

The following study will discuss my experience concerning workplace communication of Tesco along with the application of communication theories. The methods to enhance communication of the organisation will be suggested.

Discussion

Performance of employer in case of workplace communication

The team of strategy and planning manages communication in Tesco (tesco-careers.com, 2019). They ensure that team members have sufficient knowledge about the expectations of customers, stakeholders, and employees. Communication is enhanced by delivering and planning carried out by the team of campaign management. The team members ensure that their communication regarding health, food waste, and other matters engage right people so that the message is delivered effectively to them at right time. I found that the team members improve communication by creating efficient contents for campaigns and events so that interaction with people will be improved. Communication is carried out through videos, blogs, tweets, and modes to engage the consumers (Jones and Comfort, 2019). In this way, communication with external stakeholders such as customers takes place in Tesco. However, in the case of internal stakeholders such as employees, two-way communication is carried out. This lets the firm retain them for longer period and include more number of workers to carry out different functions of firm effectively. The strategy of incorporating two-way communication will enhance engagement of workers.

Listen and Fix is the exercise that has been included in order to gain insight into the matter of business that effect workforce in different areas such as distribution, stores, and others (mhub.tv, 2018). Viewpoint is a staff survey conducted by Tesco annually to get the views of the workers. These are some of the methods of communication carried out in Tesco. The organisation has used digital technology in order to optimise two-way communication. For example, my seniors discuss with me directly to provide feedback and suggest me how to improve my work. This two-way communication makes me focus on my work more efficiently. Communication has been carried out through use of email or text so that the employees send their views. The leaders of Tesco responded to their feedback through intranet, blogs, texts, and voicemails. This method has facilitated the performance of individual and team in different areas. For instance, in order to solve the issue discussed by the employees, the company has introduced new coffee machines and dishwashers that were required by them.

Fulfilment of requirements would have developed the attitude of the employees towards the task and make them perform their duties effectively. This would have enhanced engagement of workers and develop their behaviour towards the management. In this way, technology has been used in facilitating communication between employees and management. Therefore, their performance has been influenced with enhancement in communication strategies in Tesco that has let the employees discuss with the management about the issues they are facing so that the latter could solve them to increase their engagement in work and develop performance significantly. According to Wilson *et al.* (2017), the strategy of steering wheel has been incorporated by Tesco to influence communication within the organisation. As per this strategy, the performance of the workers will be driven by defining goals to them. Clear defined goals would have enhanced the employees' sense of performing the task responsibly for growth of business. This has been helpful in enhancing the productivity quality of the output. Thus, the team and individual performance have been improved in Tesco due to utilisation of proper communication strategies.

Workplace communication related to two theories

There are several theories of communication that can be applied in the context of Tesco to enhance communication in the organisation that will benefit the individual as well as team members. They are:

Berlo's SMCR model

Berlo has formed a model of communication that is known as SMCR, which stands for source, message, channel, and receiver (communicationtheory.org, 2016). According to this model, the source encodes the message while the receiver decodes it in communication. As per this model, there are different factors that affect communication such as the sources must have good communication skills such as capability of reading, writing, listening, and speaking in order to have effective communication. In my workplace setting, Tesco, effective communication will be ensured among the members as well as in team if they enhance their abilities of reading, speaking, writing, and listening. The source of message must have proper attitude towards the receiver or oneself in order to have effective interaction with members and to learn things individually in a team (Sutanto, 2016). The sender of message in communication according to

this theory should have knowledge about the subject so that he or she will be capable of presenting good ideas to the listeners or receivers of message. In Tesco, it is required to share vital information concerning work so that productivity will be enhanced in team performance.

The social system is a factor that also affects communication as culture, values, religion, and values of society matter the efficacy of communication. Therefore, Tesco should have a proper social understanding between the members so that there will be effective communication between the staffs. The encoder on the other hand is the message's sender. The content of the message passed from the encoder should be effective, the elements of communication such as gestures, language, and body language considered the effectiveness of interaction between encoder and decoder. The treatment used by the encoder to the message is the way the content is conveyed needs to be considered as well. There is need for proper organising of structure of message so that various parts of message are delivered clearly, and the decoder could properly decode the message. The code is the means through which the message is delivered. It is an important part of workplace communication as gesture, body language, and such components of encoder affect the communication quality.

The channel that is the sense organs of people involved in communication process should be properly functioning otherwise there will be difficulty in delivering message clearly and in understanding it. According to Berlo, the level of sender and receiver of message should be same in order to make effective communication. In Tesco, it is a requirement, for instance in a team, if the sender of message lacks communication skill, I as the receiver might not understand the concept of communication effectively. Thus, the performance of whole organisation will be affected due to improper communication between the members. The tasks will be hindered if I as the receiver will be unable to decode the message properly send by the sender. Therefore, as per this model, communication needs effective content and communication skill on both the parts of sender and receiver. Therefore, this theory can be applied in the case of Tesco by the management so that the communication between members will be effective.

According to Osgood-Schramm model of communication, communication is circular in nature in which the encoder is the originator of the message while the decoder is the one who receives it. Interpreter who can be both decoder and encoder in a two-way communication process carries

out the process of analysing or interpreting the message (communicationtheory.org, 2016). As per this model, feedback is the central feature of communication as it is necessary for effective interaction between members. In Tesco, application of this model of communication will be helpful to have a two-way communication among the staffs and between management and workers. This will let the employer understand the views and opinions of workers including me and will be effective in letting the employees discuss their issues related to tasks with management. In team performance, implementation of this model of communication will be significant to enhance collaboration between them that will be necessary to increase my work's productivity and quality of task performed by us (Roberts-Bowman, 2016). The team members through effectively communicating with each other in a two-way process of communication will be capable of solving their issues and take assistance from each other in doing their individual work.

Ways to improve workplace communication and performance of employers

Some ways can enhance communication between the members in Tesco that will improve its performance as well.

Incorporating two-way communication

This process of communication is effective in enhancing the understanding level of members towards each other and develops the relationship between them (Bansal, 2018). The management of Tesco should incorporate this communication process by listening to the staffs and let them speak out the issues they face in operations so that effective measures can be made to solve their problems. In this way, the management will be able to enhance performance of enterprise by motivating the workers individually. The team performance will be influenced through two-way communication as the matters and conflicts would be resolved through discussion.

Accepting and respecting diversity

Communication in the workplace such as Tesco can be improved by accepting and respecting diversity of people based on their background, culture, religion, and such factors. The management should direct the behaviour of employees positively so that they will collaborate with each other irrespective of differences in their ethnicity, age, gender, caste or race (Barak,

2016). Strengths of members should be appreciated and their progression should be celebrated to motivate the members into making effective interaction among each other. The weakness of members should be supported in Tesco to encourage them to enhance their participation in conducting varied tasks. This will mould the behaviour of members positively that will be significant in moulding their attitude towards each other. Thus, communication between them will be improved. The preferred style of communication of members should be analysed so that they would not feel offensive while interacting with other members. The management of Tesco, therefore, should promote diversity among the members and provide equal opportunities to every worker for development.

Defining goals and delegating roles properly

The management of Tesco can clearly define the goals and objectives of the organisation to the employees in order to motivate them and take feedback from them concerning the defined goals. This will enhance communication between management and workers. Delegating proper roles to individual member based on their qualifications, skills, and experience will facilitate quality of the tasks performed by them as well as develop their engagement in conducting their duties efficiently (Demerouti *et al.*, 2019). Transparency in the workflow will enhance communication between the employees and between employer and workers. In team performance, properly defined goals of project will avoid confusion between the members that will improve communication. Delegation of duties will reduce the chances of conflict that might have negative effect on communication between team members. This will have direct influence on the performance of the team members, as there will be enhancement in the quality of performance and productivity of work. They will be capable performing duties effectively when they will be provided with work based on their competencies. This will improve their behaviour among each other as well due to smooth flow of task and develop relationship between them.

Conclusion

The presented study has discussed the on-going communication strategies developed by Tesco in order to enhance the performance of individual. The models of communication have been discussed such as Osgood-Schramm model and Berlo model of communication to apply them in Tesco so that communication between the members will be improved. The methods through which internal communication can be enhanced have been identified and discussed in context of Tesco. They include practice of two-way communication, defining goals and delegating roles as per the potentialities of employees, and others. These strategies incorporated by the management can enhance communication as well as performance of individual and team members.

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