

MODULE BMSW 4002 ETW

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INTRODUCTION

Effective team work is imperative for a business to grow and succeed in achieving its vision. It increases motivation in the employees which increases the scope of organisation to explore new dimensions of business. Communication is very important to build an effective team hence it is crucial that employees should have effective communication skills to interact with each other while working in a team. This report will explore the importance of effective communication in the workplaces and how it is important in working within team. This report will also discuss different models and channels of communication. The use of communication skills, models, and channels in mitigating the communication and teamwork problems will also be discussed.

COMMUNICATION AND ITS IMPORTANCE IN BUSINESS

Communication is the process of transferring a message from a person to another through the medium of verbal, non-verbal, symbolic, written, and other mediums. Every business needs effective teams to execute its daily operations. It is imperative that the teams should communicate effectively and efficiently to maintain a smooth flow of information and understanding between the people .

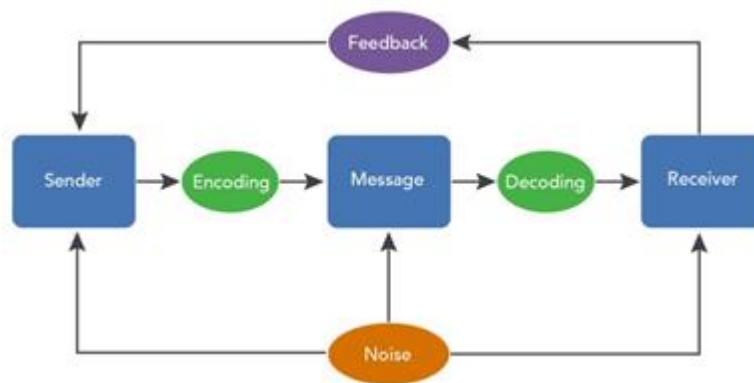


Figure 1: Communication Process

(Source - Dwyer and Hopwood, 2019)

The business operations like meetings, group discussions, briefing, etc. require people who can communicate flawlessly with others and make them understand the information which is being conveyed. It helps in utilizing time and resources effectively and improves the operational efficiency of the business (Arnold and Boggs, 2019). An effective communication gives following benefits to the business:

Effective decision making- The effective communication of information between individuals and teams of a business helps in taking effective decisions on time. This helps the individuals and teams in achieving their targets on time more efficiently. Communication should be made correctly and timely to save the process from leading to any business failure. In case of delayed or incorrect communication of information may lead to unfavourable decisions to the business (Lukyanovich, 2016).

Boosting employee morale – By communicating often and giving solicit feedbacks to the employees, their morale can be enhanced to work more effectively. If the communication between employee and managers are smooth, it leads to better execution of ideas and improving the process (Dwyer and Hopwood, 2019).

Sharing ideas – Effective communication surely helps in sharing the ideas. When a team has the comfort of listening and understanding each other, it can be seen on the way they work together (Lukyanovich, 2016).

Team building – The communication of right information at right time through right ways helps in gaining trust between the team mates. This trust helps in bringing reliability and relativity in the teams. This way, they tend to engage more with other than work and build a relationship which helps in working too (Arnold and Boggs, 2019).

Conflict resolution – The conflicts can be resolved using effective communication as the right use of words saves the conversation. The effective way to interact, listen, and presenting the ideas helps in preventing the team and individuals from any conflicting situation (Dwyer and Hopwood, 2019).

MODELS OF COMMUNICATION

Communication models are the systematic representation of the effective way to communicate with others. These models encourage traditional thinking but helps in communicating the important information. They help in simplifying complex information by maintaining the order of components of the information (Arnold and Boggs, 2019). Following are some models of communication which can be used by me for my initial days at Amcor plc:

Aristotle Model of Communication – The great philosopher Aristotle created this linear model of communication in 300 BC. According to this model the speaker is the source of communication that influences the audience through communicating his content and convinces them to work on it. The conveyer of our company can use this model to motivate by giving an influential speech for instructing the team rather than threatening us in the way she did (Lamb and Lane, 2016).

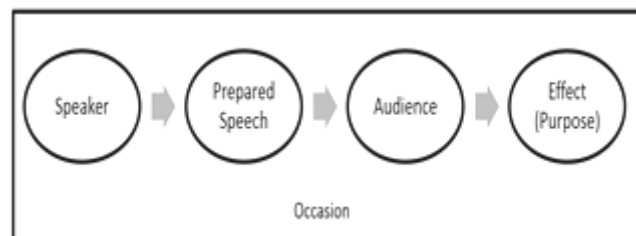


Figure 2: Aristotle Model

(Source - Teixeira and Rocha, 2018)

Shannon and Weaver Model – The American mathematicians Claude Elwood Shannon and Warren Weaver has developed this model in 1948 which has been widely accepted and used. This model has introduced the concept of noise between the information send by sender and received by audience (Elleström, 2018). This noise can be created but issues of communication medium, inability to interpret, and other reasons. For this noise, Shannon and Weaver model also have the option to the receiver to give feedback to the sender about their doubt occurred due to the noise. As I observed on my first day at Amcor plc, the poor communication has caused due to not giving the feedbacks to the sender. This model can be used by the team to solve the difficulties of communication (Mishra, 2017).

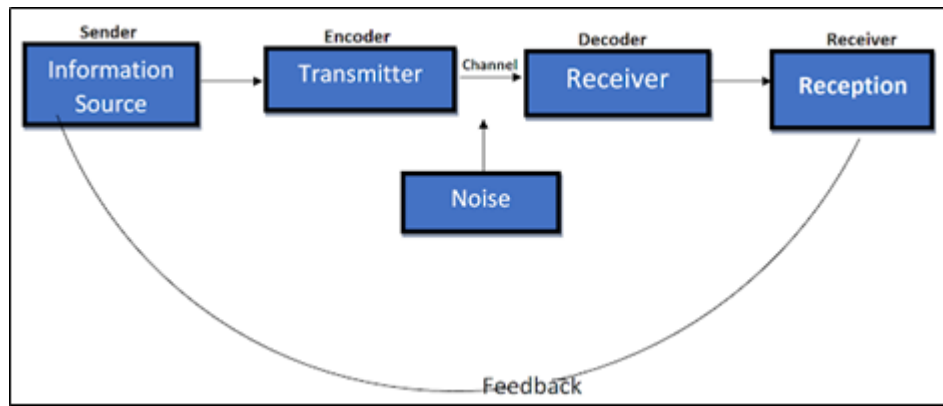


Figure 3: Shannon and Weaver Model

(Source – Shannon and Weaver, 2018)

Schramm's Model of communication – This circular communication model model is developed by Wilbur Schramm in 1954. This model has three main elements; source, recipient, and message. This model specifies that at least two parties are important to send and receive a message. The sender and recipient of the message interpret it by encoding or decoding it.

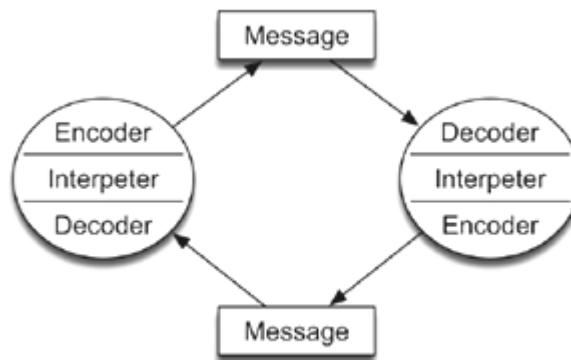


Figure 4: Schramm's Model

(Source – Elleström, 2018)

The concept of Semantic noise is introduced in this model to understand that there may be chances of interpreting different meaning of the same message by the receiver and sender which is solely dependent on the words and phrases used in it. This model can be used by our conveyer at Amcor plc to understand that the meaning of the message in the ways it is being conveyed and eliminating the chances of misunderstanding so that she can improve her way of communication (Shannon and Weaver, 2018).

COMMUNICATION SKILLS

The ability to communicate with others effectively requires certain skills to communicate appropriately with different kinds of people by tailoring language, demonstrating good vocabulary, and maintaining good confidence. The communicating skills are divided by the different modes of communication:

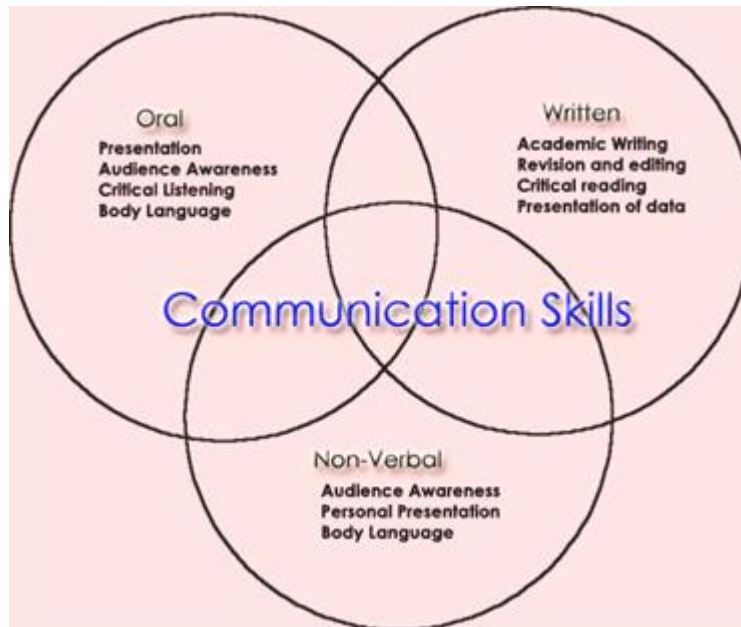


Figure 5: Communication skills

(Source - Nguyen et al., 2019)

Oral mode - In oral mode of communication the sender communicate to other person with other person by directly speaking.

- A good presentation of thought while communication is important to convey the message effectively.
- Critical listening is important to understand the other person's perspective on the subject
- Body language should be in line with the context about which the communication is happening.
- Audience awareness is crucial to improve the content as e the understanding of the audience .Verbal communication is face to face, phone.
- Communication means sender-receiver ,the most important is feedback.

Written mode - The written mode of communication is the way of communicating a message by writing it to other person.

- The presentation of data according to the need is important skill to have in the business world. It helps in eliminating misinterpretation of the information, confusion and conflicts.
- The skill of using the words and structures effectively in producing a content which can be used to communicate certain information with the audience is an effective way of communicating.
- Revising and editing skills are also important to remove the errors from a data which will be communicated (Lawson et al., 2019).

Non verbal mode – The non verbal mode of communication is the expression of the message with facial expression and body language.

- **Personal presentation** -- The personal presentation includes the looks, thoughts, and ability to deal with situations which lead the person to communicate a certain way.
- **Maintaining body language**- The body language is the facial expression, behaviour, body posture, touch, eye movement, use of space, and gestures (Nguyen et al., 2019).

POOR COMMUNICATION IN WORKPLACE

One colleague is confused about a procedure. He does not dare to ask how to do it right. I see his struggle, but I do not interfere. Last time when I did it, he got angry with me instead of saying thanks.

The manager comes along and sees what he is doing. The manager gets angry and instead of correcting him, she starts asking, why he is doing it like this. The worker, instead of accepting that he no longer remembers, he keeps silent.

The manager instead of patiently explaining again, gets angrier and raises her voice even more and keeps asking him why he is doing it like this while he bows his head and becomes mute.

I watch and to me is a very embarrassing situation. He refuses to take the responsibility for his inability to remember and accept his actions and the manager who has the habit of humiliating the employees and quarrels instead of being calm, centred and grounded.

It is a loop. People make mistakes and fail to correct them, they fear to talk to the supervisor or manager, the manager discovers the mistakes and gets angry for not being informed and creates negative emphasis.

WAYS TO IMPROVE THE COMMUNICATION

To improve the communication, it is crucial to mitigate the issues that can arise during or after the communication is made. In formal business meetings, following solutions can be considered to mitigate the barriers of communication:

Good listening ability – To interpret and understand the message accurately, it is crucial to be a good listener first. A good listener receives the message, understands every aspect of it and then will be able to interpret it effectively. Both the sender and receiver parties should have this ability (Bové et al., 2016).

Coordination – The coordination between the involved parties is important to understand each other, be open about the issues, and try to solve them mutually. The ability to coordinate gives the space to communicate freely with the other person (Zenkevich, 2018).

Stable and attentive state of mind – The emotional state of mind of the receiver or sender can be a hurdle if not handled properly. It can lead to conflicts, confusion, miscommunication, and misinterpretation of the context behind the message. Hence, it is important that the participants of a meeting should be in stable and attentive state of mind to understand the right information (Jureddi and Brahmaiah, 2016).

Professionalism – Professionalism is important in such formal communications like business meeting. Any sort of personal comment or gesture can lead the meeting to wrong direction. Also, the inclusion of personal opinion should be kept aside while a formal communication is being made (Bovée et al., 2016).

Feedbacks – Feedbacks are important in any kind of communication to ensure that right information is being communicated. The receiver should give feedbacks about the doubts occurred in the communication to clarify things in spite of misinterpreting the wrong information (Zenkevich, 2018).

CONCLUSION

Form the above report, it can be suggest ted that the communication is an integral part of the business operations. The use of different models in the case study of my joining at Amcor plc has been discussed. The barriers of communication and the ways through which they can be mitigated are also presented. Some of the important communication skills are also explained to understand the ways through which communication can be done effectively.

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