

EFFECTIVE TEAMWORKING AND COMMUNICATION

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EXECUTIVE SUMMARY

The case study of effective teamwork and communication starts with the introduction and gives an overview of the overall report. It discusses the importance of communication and effective teamwork in the context of an organisation and what could happen in the absence of this. Then it comes to the definitions of teams, groups, leadership, communication and teamwork; and gives information about different practices among the organisations in achieving their own goals as well as the organisation's missions and objectives. Further, it focuses on theories regarding group evolution, communication and teamwork with giving examples. Finally, the study ends with a conclusion.

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INTRODUCTION

This report will discuss the strategies for effective communication and teamwork and applying theories related to group dynamics, teamwork and communication to the workplace. Effective teamwork and communication help a business in maintaining a positive work environment. A positive workplace has happier employees who interact with the consumers and the public. This is permeated by effective communication in every field of business operation. Among the business teams, it begins with the leadership that lay clear standards and methods and then sets down to each level of the team. Managers and executives required to keep themselves in the same rules or level. This concludes feedback-seeking, success celebrating, the establishment of personal action plans and obstacle addressing. Business team leaders are setting their expectations consistently from sales goal to consumer service needs and interactions with the team. They are clearly stating the defined expectations after setting goals as a clear view in communication lessens any confusion among the team members. Employee accountability cannot be enforced if they are confused about the work expected. It is always important to listen to others for building better communication and avoiding any misunderstanding. Also, the team members should be allowed to speak and express their opinions to the leaders and seniors (Dodge *et al.*, 2019.).

Some of the theories with examples considered ineffective teamwork and communication are discussed in this report.

GROUP DYNAMICS THEORY WITH EXAMPLES

Behaving of individuals within a system is referred to as systems theory or group theory. It helps in the understanding of group dynamics as groups and networks are considered the same. Group dynamics concerns the behavioural patterns and attitudes of a group. Also, it deals with the formation, structure and followed processes in group functioning. Thus, operating forces and interactions between the groups and group members are concerned by this theory. Group dynamics applies to all kinds of groups, whether it is formal or informal like a group of ministers in a government or group of judges in the Supreme Court. Every organisation itself is a group that refers to two or more people sharing a standard view and together come to evaluate them as well as achieving common goals (Lewin, 2016).

Different stages of Group Evolution – Evolution of groups is a dynamic process that contains five steps to passing through. Those are:

Forming- Formation of a group is the first stage in a group's life. In a formal group, members seek a work assignment while seeking other benefits such as power, status or affiliation in an informal group is the characterisation of this stage. At this stage, members either show apathy or they are engaged in any activity.

Storming – This is the next stage marked as dyads and triads formation. Members begin deeper self-sharing and seek for similar or familiar individuals. But continuous attention towards the subgroup (dyads or triads) creates tension and differentiation across the group. Controlling the group may appear as a conflict within the group members.

Norming – This one is the third stage in group evolution and concerns more seriously about the task performance. As the dyads and triads start opening up and seeking for other members from the group, various norms are established, taking more efforts in task performance. Hierarchy of leadership emerges after this stage is over.

Performing – In this stage members consider themselves as in a fully functional group. They involve in the task and contribute individually to ensure the effectiveness of the group, guidelines of the group are followed, and the overall pressure is reduced. Here the authority figure is seen as a section of the group. From outside knowledge, the development goals of the group may be redefined and encourage the members in achieving these goals.

Adjourning –Temporary groups such as task force and project team those have limited tasks in hand, comes under the fifth stage, which is adjourning. Some members in the group feel happy while some may feel unhappy over the performance or stoppage of a meeting, respectively (Forsyth, 2018).

Some theories related to group dynamics are as follows:

1. **Aristotle's theory** – The earliest model of mass communication, is initiated by the great philosopher Aristotle. This is called Aristotle's Communication Model which is being formed by five essential elements- the speaker as well as speech, the occasion, audience along with effect.

Example:

In the war field, a strong statement is given by a king to his soldiers for defeating the Portuguese empire. Here,

Speaker – the king

Speech – about the invasion

Occasion – the war field

Audience – the soldiers

Effect – to beat Portugal

2. **Fisher's Model** – This is based on the decision-making process in group communication and said to be the small group communication theory. This development model includes four specific stages like orientation, the conflict, and emergence along with reinforcement.

Example – A new batch in the university can be considered as a small group that works together to achieve a plan inside a particular hall of the university if some problem arises because of inadequate facilities.

3. **Social Identity Theory** – It calculates appropriate inter-group behaviour based on status, legitimacy, permeability and credibility.

Example – In a football match, all team members play to achieve the common goal of winning the game as a team but individually they try to make their objectives to attain a higher status both as a team and separately (Forsyth, 2018).

4. **Groupthink** – Despite knowing the existence of a fact, a group takes a unanimous decision neglecting the other right course of action is a Groupthink occurrence.

Example – Bay of Pigs invasion and the Challenger space shuttle disaster.

TEAMWORK THEORY WITH EXAMPLES

It is a better way to get the things done through teamwork. Group of people working for a single goal and connected on the same page sounds powerful. A better understanding is

needed to work together in a team with different magnitudes for the objective. A teamwork theory comprehends particular circumstances, behaviours and procedures.

Different teamwork theories developed are the following:

1. **Belbin's team roles theory** – the total of 9 parts created by Belbin which all team will have are team worker, resource investigator, the shaper, implementer, co-coordinator, plant, specialist and completer-finisher.
2. **Model of Bruce Tuckman's team stages** – This theory has used in several scenarios and organisations. It was created in 1965 containing four steps termed as forming, then storming, the norming as well as performing. The Bruce Tuckman's Theory is said to be the origin for the successful group development (Knight, Kennedy and McComb, 2016)
3. **Isabel Briggs–Myers Theory** – The MBTI Theory or the Type of Myers–Briggs Theory of Indicator is referred as the personality test of the people perceiving in the world. This theory helps a team in understanding each other in a better way, hence, well for teamwork.
4. **Abraham Theory of Maslow's Hierarchy of Needs** – The Maslow creates the motivation pyramid in the humans in which the bottom part starts with the physiological products (food) the second section is the safety (security of health) the next chapter is belonging/love (family). The fourth one is also esteemed (respect from others). The last part refers to Self-actualisation (morality) (Salmon, Stanton, and Jenkins, 2017).
5. **John Adair's Theory of Leadership** – The theory concerns with the management and leadership and is a perfect model for these two.
6. **Tajfel's Social Identity Theory-** The perspective of the social identity is presented by this theory for describing inter-group behaviour is a great way
7. **Carl Jung's Color Theory** – This theory represents colour as a determinant in the human behavior. According to Jung one can better understand the reasons behind peoples work in a team.

8. **Strength Theory** – The theory states about for the ultimate teamwork, one has to work continually at this as well as become muscle like healthy.
9. **Douglas McGregor's Y and X Theory** – This theory describes the motivation in humans. The X and Y Theory is also considered an essential theory among employs and managers as they should be familiar with it.
10. **Team Analysis Theory** – When the team falls apart, one needs to analyse the wrong and reevaluate the situation. This theory is all about it (Carroll *et al.*, 2017).

COMMUNICATION THEORY WITH EXAMPLES

Every living being needs to communicate among themselves and with others. It is essential for survival. In the year of 1980, S.F. Scudder has proposed the theory of communication, that states that all living entities that exist on earth communicate in different ways.

Following are some communication theories with examples:

1. **AIDA Model** – In the advertising world, copywriters use four steps to attract the customers for buying items are the Attention factor, the Interest element, Desired element along with Action element combining called AIDA. By using this model, marketing and advertising objectives are met. It helps the copywriter in presenting the condiments of the print ad, slogan, the headline, the body copy along with contact details in a readable format so that the product can be easily understood (Talman, 2018).

Example – In an ad with the headline "Marriage does come with its rewards" and given an image of a car first attracts observes. Then the subhead stating "The New Beetle, the Best Gifted" develops interest for knowing more, and the body copy with the slogan creates a desire for the product. In the end, the viewer takes action through the given contact details.

2. **Attachment theory** – It is a theory that combines emotional and social development, personality, psychopathology and motivations. This theory is concerned with the role of attachment and intimacy in the relationship across a person's life span (Ntoumanis *et al.*, 2018).

Example:

- a. **Infant–Parents attachment** - An infant tries to gain attention from the attachment figure through crying, crawling and pleading. This sympathetic attachment figure becomes a primary attachment bond for the infant, and in uncertain times the child turns to this sensitive caregiver (Berger *et al.*, 2018).
 - b. **Adult–Adult attachment** – Attachments that occur with siblings, close friends and teachers are characterised in this. The bond becomes so strong that loss and grief occur if the relationship is broken.
3. **Contagion Theory** – Anything that can be spread, from person to person is termed as contagions like the diseases flu or chickenpox. When an individual transmits ideas or irrational behaviour engaging in a group, this sociological basis is adapted in the theory

Example – An opinion or a significant view is followed by most of the people giving a review for a movie.

If a majority of people enjoys a rock concert in the crowd, it is a tendency that the minority will pay attention to the show even if they are not enjoying it.

4. **Conversation Theory** – This theory tries to find out the complicated topics in controlled conditions. The conversations help in overcoming differences through interactions. When two or more participants engage in continuous conversation focus on a subject matter it results in learning.

Example – A participant starts a conversation with a particular word that has different meanings for other participants. Hence a discussion is necessary to clarify the doubt and agree upon the purpose.

5. **Identity Management Theory** – Different people have different identities across different time and space. This theory argues with the statement. The face is said to

be an essential aspect of this theory as it is a reflection of the relational and cultural identities and indicates an individual's reactions and opinions and reactions.

Example – When two people from different countries meet for the first time, first they would greet each other in their way and language. After this, they would search for the same interest in creating relational identities (Chaudhry and Loewenstein, 2019).

CONCLUSION

It is concluded that employees in an organisation work as a team in achieving the common business goal. A team consists of two or more people. Effective team and teamwork lead to increasing motivation of the employees as well as better productivity in a business. There are workgroups for members to make decisions and share information that helps in achieving individual work goals too. Team building is a primary task for team members and team manager as well. Everyone should have the same purpose, and they should help each other to achieve this, considering some essential things in mind. Those are decision-making process, talented individual and mutual respect. When individuals feel respected and empowered in expressing their ideas and opinions by accepting the environment, teams are strengthened. The standard of a team is set by choosing communication policies selectively. Also, an effective team needs a good leadership in every level of it.

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