

Improving Communication at Flight Foods Ltd

- Effective Teamwork and Communication (LCLM4003)
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- Cert HE Business Skills for the Workplace

Overview



Analyse communication
problems in Flight
Foods Ltd



Apply key
communication theories



Identify impact on
business performance



Recommend practical
and realistic solutions

Case Summary



Flight Foods Ltd
supplies ready meals to
airlines



Business decline due to
quality issues



Examples: undercooked
food, poor packaging,
contamination



Factory employs diverse
workforce with limited
training

Key Communication Barriers

Language barriers:
limited shared
English

Cultural differences:
different
expectations and
norms

Lack of training: no
standard procedures

Poor methods:
reliance on shouting
and signs

Environmental
noise: machinery
affects
communication

Leadership issues:
inconsistent
standards and role
modelling

Application of Theory

- Shannon & Weaver: communication disrupted by 'noise' (1949)
- Noise includes language barriers and loud machinery
- Schramm: communication requires shared understanding (1954)
- Different cultural backgrounds reduce shared meaning
- Berlo SMCR: effectiveness depends on all communication elements (1960)

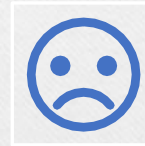
Impact on Business



Miscommunication
leads to production
errors



Food safety risks
damage company
reputation



Customer
dissatisfaction leads
to loss of contracts



Low efficiency
increases operational
costs

Solutions: Communication

1

Use visual
instructions
(images, diagrams)

2

Introduce
demonstrations
instead of verbal-
only instructions

3

Implement
feedback methods
(check
understanding)

4

Simplify and
standardise
instructions

Solutions: People & Leadership



PROVIDE FORMAL
FOOD HYGIENE
TRAINING



OFFER BASIC
WORKPLACE
ENGLISH SUPPORT



APPOINT
BILINGUAL
SUPERVISORS



DEVELOP
LEADERSHIP
SKILLS IN
MANAGEMENT



ENSURE
MANAGERS
MODEL CORRECT
BEHAVIOUR

Conclusion

- Core issue is ineffective communication systems
- Barriers explained through established theories
- Improving communication and training will enhance quality
- Effective leadership is key to long-term success

References

- Shannon, C. and Weaver, W. (1949)
- Schramm, W. (1954)
- Berlo, D. (1960)
- Bovee, C. & Thill, J. (2020)
- Robbins, S. & Judge, T. (2017)