STRATEGIES FOR EFFECTIVE COMMUNICATION IN A BUSINESS SETTINGS

- MODULE: EFFECTIVE TEAM WORKING AND COMMUNICATION
- MODULE CODE : BMSW 4002
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Notes:

SUMMARY

In this presentation we will talk about:

Theories relating to models of communication.

The channels of communication used by the organisation and channels used to improve communication.

The types of barriers that can prevent effective communication between the organisation and their external stakeholders.

The impact of effective communication on the staff and patients.

We are studying the case study of the Rainbow hospital and the difficulties in communication has impacted on the staff and children.

THEORIES RELATING TO MODELS OF COMMUNICATION

- Aristotle Model
- Berlo's Model
- Osgood –Schramm's Model

Aristotel model theory is described as a looking between five elements of a communication: speaker, speech, occasion, target audience and effect. According to this theory model of communication, Rainbow Children Hospital can easily communicate with parents of patients.
Berlo's Model describe communication in four steps: Source, Message, Channel, Receiver. Nurses from Rainbow Children Hospital can choose a channel to communicate with parents of children.
Osgood-Schramm model is described as a reciprocal way of communication: encode and decode information in real time. This model can be used by Rainbow Children Hospital cu inform parents of children about their medical condition.
Drew and PhD, (2020), said that over the year pass we became more knowledgeable, and we can expand our way of communication.
Psychology Wiki, (2011), said that all models of communication are conceptual human communication process and all these theories about channels of communication can be improved in time.
In Rainbow Children Hospital, nurses need to find a channel of communication to improve the communication between nurses and parents of children from hospital. Communication between nurses and parents of children is important, and

hospital need to offer extra training for nurses can communicate with parents. These models of communication show us that in time everything can be improved. How these theories are related to the relation between the communication with children's parent and staff.

CHANNELS OF COMUNICATION USED BY THE ORGANISATIONS AND CHANNELS THAT CAN BE USED TO IMPROVE COMMUNICATIO N

Face to Face
Phone Calls
Messages
Emails

Channels of communications which can be improved

Email channel (to use this channel to inform parents about children health condition)
Messages channel (Nurses can send information about any decision related to children)

Every organisation uses a unique way of communication. Communication can be vertical, horizontal, or diagonal.
In Rainbow Children Hospital, communication between nurses and parents' patients is poor, and needs improvements. Health conditions of the children from hospital is important for the parents.
Nurses needs to have additional training in communication skills. Nurses can communicate with patient's parents thru phone, face to face, or email them. Also, communication between healthcare team play a significant role in patients' welfare.
In any organisation communication is especially important among organisation members, departments and all people related to that organisation. Many organisations use internal communication to communicate with employees.
CROTY (1985), said that nurses must be in close communication with patients or relative of patience, must inform about the health conditions of patients.
Mehrabian, A. (1967), said that the most important channel of communication is face to face.
Face to face is the most richness channel of communication. Communicate with another person face to face, peoples can show their emotions, feelings, concerns.
According to Dialpad, (n.d.), communication channels in organisations are exceptionally reliable, and allows employees to get information's in real time. For

most of organisations is vital to receive or transmit information fast and easy.
Most known channel is Face–to–face. Thru this channel communication between employers and employees is transmitted through video conferencing or presentation. Rainbow Children Hospital can use regular meeting face to face with parents of children from hospital.
Messages -is easy to transmit a information thru messages because the receiver can answer straight away. Nurses from Rainbow Children Hospital can inform parents of children from hospital thru message about any change of situation of children.
Emails – organisations use this channel to communicate to another organisation or another department and receive an official response. To eliminate complaints regarded communication, nurses from Rainbow Children Hospital can use email to inform parents of the children's about their medical conditions of their children.
Phone calls – sometimes employers use this channel to communicate with their employees to inform about latest information, meetings, or a change in the schedule. Parents of children from hospital (Rainbow Children Hospital) can receive calls from nurses to be informed about the children's conditions.
Channels which can be used to improve communication:
Employees app-is a channel of communication used by organisation to communicate with their employees. This channel is used to transmit information to all workers from an institution and allows to all workers to give feedback or to give a reply.
Email channel can be improved by allowing discussion and engagement between employees.
Does not matter which channel we use to transmit an information if information is transmitted clear and is understood.
Communication skills is particularly important. As a worker in Health and Social Care, you must carefully choose any word, it must be noticeably clear about the message you are transmitting.
Nurses must be careful when communicating with parents' children from Rainbow Children Hospital, because of cultural barriers, sometimes it can be wrongly understood.
Also, Apker, Propp and Zabava (2009), saying that nurses team communication may strengthens nurses' attachment to their organisation.
In the case of Rainbow Children Hospital, communication between nurses and parents of children from hospital is poor. Nurses must improve their communication with parents, we must inform them about patient's conditions.
Balan, K.R. and Rayudu (1960), said that communication among team workers is vital, and each member should take in serious communication between team members.

TYPES OF BARRIERS OF COMMUNICATION BETWEEN THE ORGANISATIONS AND THEIR EXTERNAL STAKEHOLDERS

INABILITY TO LISTEN TO OTHERS

LACK OF TRUST

COMMUNICATION STYLES

CULTURAL DIFFERENCES

EXTERNAL STAKEHOLDERS FOR ORGANISATION

Parents of patients'

In Rainbow Children Hospital, communication between nurses and children's parents is overcome about barriers between nurses and parents.
Willkomm, (2018), said that people communicate each day and should be experts by now. Experts discovered that people meet diverse types of barriers in their communication channel.

Inability to listen, others-to listen active is an important way
of communication. If people engaged in conversation does not listen carefully, people can make assumption about their needs based on perception versus reality.
Nurses do not listen the complaints of parents of children from hospital related to children's medical conditions.
Lack of trust-is extremely hard to communicate with another person when you do not know the people you are working with and cannot trust each other. Parents
of children from hospital do not have trust in nurses because they are not informed about children's health conditions
Communication styles-every people has a unique way to communicate. Some people can say straight in your face what bother them, while others prefer not to say nothing just not to offend other peoples. Some people use detailed data in their communication, while others rely on generalities. Communication is poor between

parents of children from Rainbow Children Hospital,
Conflicts in the workplace-usually conflict appear in workplace from distinct reasons. Peoples involved in conflicts are people who think they are always right; they are the best. Reasons of the conflict may not be so important; some people just want to argue. In this situation communication play a vital role, specially from leaders who need to calm the conflict.
Cultural differences-in an institution we need to understand that our co-workers come from different countries, different regions, we have different habits and different culture.
Language barriers –is one of the hardest barriers which affect all workers from companies. We are living in a world full of mixed people,
mixed languages, and diverse cultures.
Amtrust Financial, (n.d.), said that mistakes in workplace can be easily made by employers and employees due to language barriers. Some duties can be mis-understood because same words can mean something different in another language.
External Stakeholders for organisations- are peoples or organisations outside of organisations who do not work inside of our business, but their actions can affect us. Because many outside organisations are involved, to find the right channel of communication is vital. To overcome the problems of the barriers of communication it is vital to have an effective communication between children's parent and the staff.

THE IMPACT OF EFFECTIVE COMMUNICATION ON THE STAFF AND PATIENTS

- Communication in organisations
- Horizontal communication

Hospital Chief Executive

Chief operational officer	Chief finance officer	Director of H.R
Estate manager	Finance manager	H.R. Manager

Education (2021) ,said that communication is a skill that every person who works In healthcare sector must have this skill . Workers from healthcare need to have additional training to be able to communicate effective with team and with patients relatives.

Weihrich & Koontz, (1993) said that companies with extremely authoritative style of management, communication with patients is especially important, information's is transmitted downward (from the staff with highest qualification to the staff to lower qualification), nurses are the staff in close relation with patience. In many cases, nurses need additional training to work with patience who clinically cannot speak. In these cases, nurses can interpret the patience behavior and take actions.

In Rainbow Children Hospital, communication between nurses and parents of children from hospital is poor. Communication skills is especially important in healthcare, and in this case, nurses need additional training to be able to communicate with patience or with their families. In children's hospitals , nurses' skills and abilities is vital ,some children can speak ,are their medical condition is not good ,so nurses need to interpret any signs in patients behaviour.

In healthcare sector, most common way of communication is horizontal, different departments are involved .Depend on situations, sometimes departments communicate straight with Chief managers of departments.

CONCLUSIONS

- Communication channel is playing a vital role in our everyday life. We use communication every day and depend on which channel we use to communicate in workplace, in the home, or schools, we must choose the right channel of communication in each situation.

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Teamwork Evaluation	Team responses.
Who was in your team?	Achia Khan (2026002) Ancuta Daniela Tofan (2026253) Teleka Taminah Martin (2028123) Bruno Manuel Da Silva Rosado (1907896)
What were the key strengths of your team?	Communication
What were the challenges that you overcame as a team?	To book a schedule convenient time for all group members at the same time.
What would you do differently if you worked as a team again?	More study of the case, and more research, better understanding of the task.
How would you rate your team working? Out of 10?	8 of 10