

REPORT

*EFFECTIVE TEAM WORKING AND
COMMUNICATION (BMSW4002_LON)*

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Introduction

This report examines the following communication skills and show the importance of effective communication in the workplace, management and analyse the process of creating and sharing ideas, information among the people to reach a common understanding.

Communication is a systematic process of sharing information from one person to another person or group of people. The main point consists in transmitting a message effectively and efficiently. To transmit a message requires a well-developed skills, consecutive knowledge and practice. The planned set of skills, required for an influential communication process, we use on a daily basis are as follows: verbal, non-verbal, written, formal, in-formal and visual, each of which play an essential role in exchange information. (Andrew Maund, 2017)

Every day we use communication and in nearly every environment, as well in the workplace.

No matter to give a slight head nod in agreement or contact to a large group, communication is absolutely essential when it comes to building relationships, sharing ideas, delegating responsibilities, managing a team and much more.

In the workplace, effective communication is one of the most important bases of a business's success. It contributes to improving all relationships generally, especially within the company and with clients, it increases employee commitment and the overall effectiveness of a team. (Skill you need, 2020)

Effective communication in a business organisation

Effective communication based on specific skills that help to plan, manage, organize, promote, innovate various marketing, management, development, different construction processes and systems. They are an essential requirement in order to market and promote the business. They contribute to create and inspire people to work towards organizational goals and affect the achievement of business targets. The company can easily apply communication skills as a method to provide excellent customer experience and care.

Communication skills are the key to remove the communicational barriers between employers and employees, to reduce stress, improve productivity in the work environment and to inspire everyone to achieve the organizational goals effectively and happily. That is why communication skills are so necessary for business management and organizations.

REFER TO APPENDIX 1- BUSINESS EMAIL

In class an exercise tutor Timothy Hopkins required us to write a business email to invite a candidate to attend a training course in non-verbal communication, here I have applied rules of written formality and methods of effective communication.

Tone of voice, choice of language and level of formality

The most significant part of communication conveyed by the human voice, much more than the literal content of its linguistic message. The tone of voice constitutes 38% of our communication, and the meaning would generally be lost from a message to remove the vocal component. Effective communication is required to have good leadership in the workplace. An ancient saying says, “it’s not what you say but how you say it”. For efficient communication with employees, it is crucial to align the tone of voice to the message want to send. Effective use of body language, the right tone of voice helps to convey the proper communication. (Thompson, 2020)

Active listening

To share information so that it is easily understood, it is necessary to have communication skills such as active listening. Active listening in two phases of learning, in the first, perceive and receive information; in the second; interpret this information. Once it has acquired the information, will evaluated it, keeping the facts separate from opinions, then will respond. It is essential in active listening to understand and interpret the message that has heard from others. The key is an accurate comprehension of what precisely another person is attempting to say. This practice is not easy and requires a lot of effort and discipline. It is very important not to listen passively but pay active attention to all the information given, elaborate non-verbal and verbal messages and be available to check that information in order to ensure an accurate understanding. (Andrew Maund, 2017)

Proxemics/Kinesics – SOLER

The influence of space on communication is called proxemics. It is about how people create and use space and distance, as well as how they behave to protect and defend that space. It is very essential to manage the territory and personal space carefully, as any violations can be unproductive for business and professional settings.

Kinesics is a way of understanding how people use body movements to communicate with other people. Thanks to Kinesics, obtain a piece of valuable information about a person. The five categories of Kinesics are emblems, illustrators, affect displays, regulators, and adaptors.

Active listeners use physical posture to help them focus on what is said. Besides, an interpersonal dynamic created that allows as to understand if the listener is paying attention. SOLER is an acronym that describes five specific behaviors that influence a listening posture:

S- Square Seating Position

O- Open posture

L- Learn forward

E- eye contact

R- relax

Personal awareness keys

The use of Key strategies helps communication to stand out and be useful in any situation. Key strategies are tools to sharpen practical communication skills and increase knowledge of personal awareness. Four KEYS to workplace communication:

K-now yourself

E-valuate the professional context

Y-our communication interaction with other

S-tep back and reflect

Communication Models

Communication models are the basis of understanding how communication should be done. Each type of communication can be traced back to different communication models.

Shannon – Weaver’s Models

The Shannon-Weaver model is a simple, or one way, communication model created by Claude Shannon and Warren Weaver in 1948. This model has designed to have the most effective communication possible between sender and receiver. This theory divides communication into the following fundamental elements: source, transmitter, channel, noise, receiver, recipient. To this are added two elements coding and decoding.

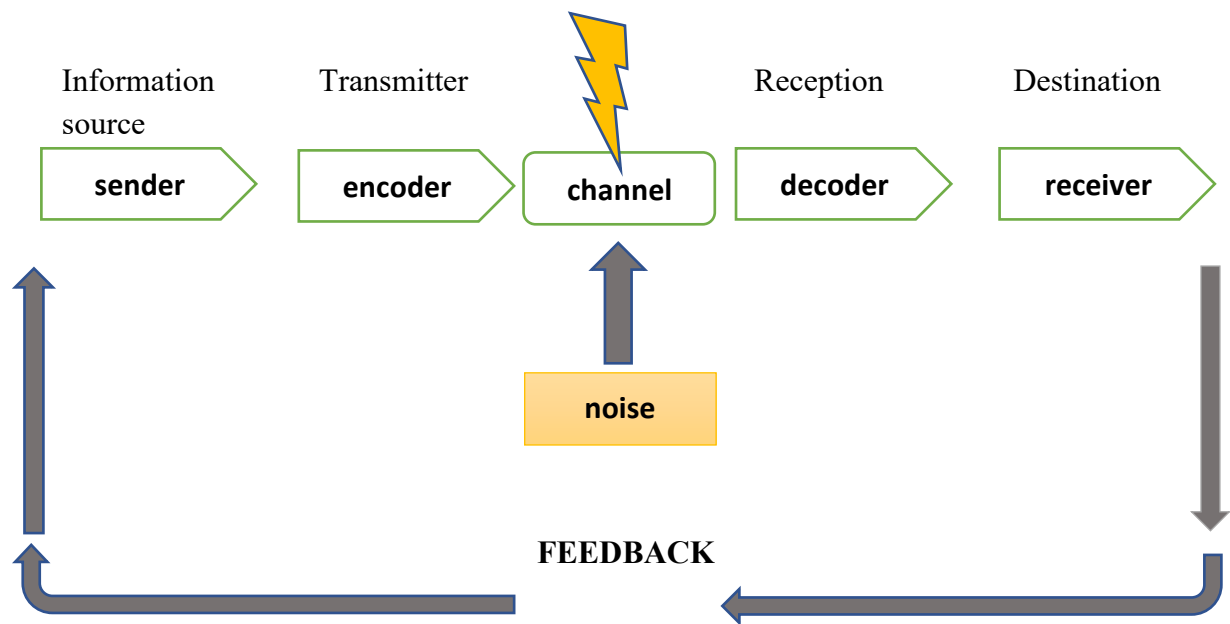
Sender: The sender creates and sends the message.

Encoder: Is the process in which what think expressed with a communication strategy.

Decoder: Transforms a message into thought.

Receiver: Is the message’s final destination.

Shannon and Weaver's Model of Communication



REFER TO APPENDIX 2- Maria and Pedro

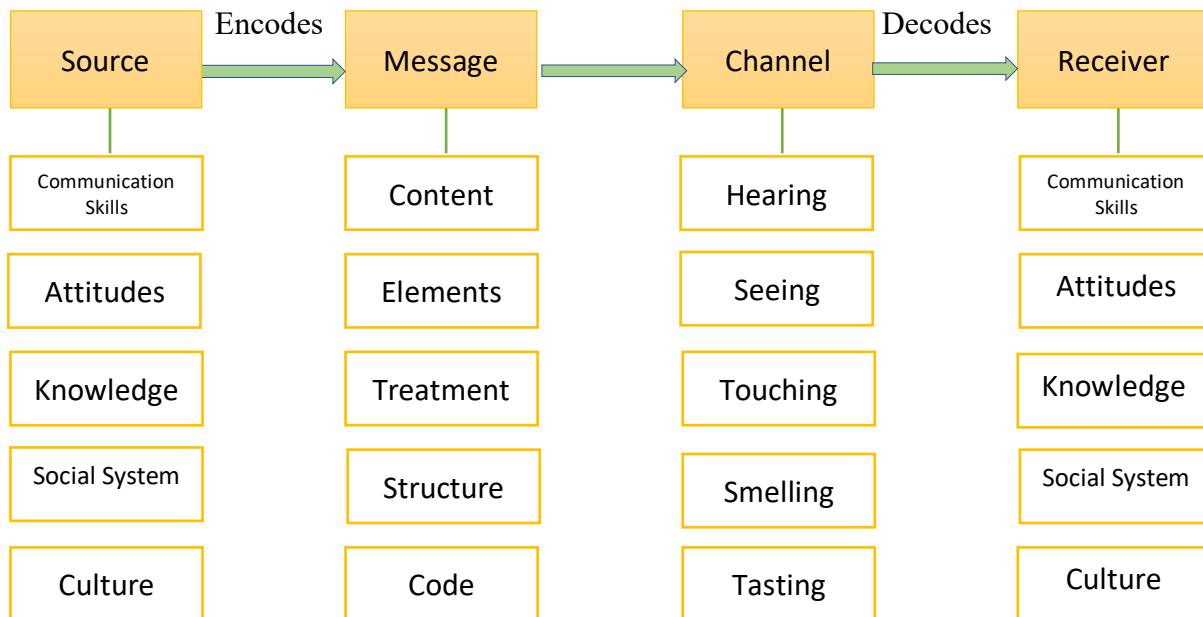
This model of communication was used to explain a case study provided by tutor Timothy Hopkins- Maria and Pedro. Maria asked Pedro to get a chicken, but the “noise” (lousy phone connection, similar words, different language or culture, distraction) caused a misunderstanding of Marias’s message, as there was no feedback, they could not verify the original message.

Berlo

David Berlo developed the Berlo communication model in 1960. It considers the different things that can affect each of its components.

The scheme below explains the Berlo model and the factors that affect each one.

Berlo Models



Source: who created and processes a message (set of information that will be transmitted).

Receiver: re-encodes the message received.

Message: The information sent.

Channel: how the message travels.

Is important that the sender chooses the right communication channel for the successful reception of the message.

Schramm

Wilber Schramm proposed his model of communication in 1954. It is model, unlike others, is based on:

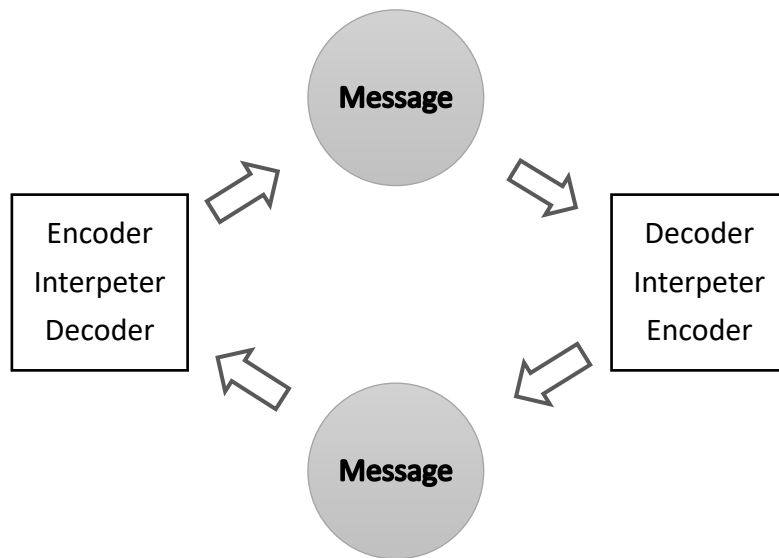
Encoder collects information and encodes it.

Decoder receives the message.

Interpreter: The person trying to interpret the message.

For Schramm there is a difference between receiving and interpreting a message, and he considers that an extra step.

Schramm Models



This Model shows the circular flow of constant communication and focuses more on the message rather than on sender and receiver. This is because according to Schramm, there is the possibility of sending and receiving messages to themselves. (Novak, 2019)

High/low context

Communication will be interpreted differently between low-context and high-context cultures. The communication in low-context culture focuses on “direct” messages unlike in high-context culture where messages decoded from non-verbal and environmental clues, in fact, they prefer the “indirect” kind of communication. (High-Context vs. Low-Context Communication, 2016) However, in order to have excellent communication between countries, it is vital to know the relative cultures and above all, have the knowledge of how each society transmits thought. The expressions "high context" and "low context" first were used by Edward Hall. These are labels linked to cultural differences between societies. In High-context communication, the comprehension of the message will rely on the surrounding context, and in the low-context communication, it will refer to the literal meaning of words. Note that both can be used, high-context and low context communication, and it is not always easy choosing one over the other.

Example of “High-context”: Media, newspapers

Example of “Low-context”: Food label, label of package

The importance of Effective Communication in the workplace

Effective communication in the workplace is indispensable to perform a leadership role. When communicating well with the team, it helps eliminate mistakes and can support a suitable and quiet work environment. Excellent open communication with the team will allow doing the job professionally and quickly. (SHARMA, n.d.)

Case study

I am working in a small Accountant Company, and I am a bookkeeper. My boss is a determined woman and very qualified. Our team consists of three people.

When we receive clients in the office, I always note how my boss approaches them. When they meet the first time, she carefully listens to them, looks straight into the eyes while clients are telling her their story. Also, she nods and verbally encourages them as a sign of approval.

It is very important to establish contact with the client, making him feel comfortable and safe to share his confidential information.

After she always takes stock of the situation in her words and asks about it, the client, just to make sure she understood well.

We often receive some strange questions and requests. For example, "I cannot come to our appointment because I am working, can we meet in my home?" Alternatively others who do not warn of their delay or do not come to the appointment. That is why we always communicate our rules, and this is the way we work.

Some clients ask questions because of incorrectly interpreted information. For example, about a tax return, they are sure that HM Revenue has to return them all taxes of the year. My boss respectfully listens and explains to them that they were misinformed.

In this particular period, COVID- 19, thanks to technology, we advise and collaborate with clients from home.

Analysis of Effective communication in my working environment

In my work environment communication is a fundamental part of the job. The accountant field is not only made by numbers but strong and trustful relationships as well. The trust is necessary not only between the accountant and the client but among all the working team. The ground we built our strong relationships of trust and respect with customers based on productively efficient communication. In work, when we share information, we apply different methods of communication, these might be verbal, non-verbal. We apply academical writing for emails or reports, active listening to correctly understand our client and we keep the right posture and eye contact to develop a robust and trustful connection with our guests successfully.

I analysed of communication between my boss and clients.

In this exercise, I used Shannon - Weaver's model of communication to explain how the engagement process happens and where could be misunderstandings. Applying this model, the sender (my boss) encodes (formulates her thoughts and ideas) the message and send it through the channel (voice, body languages, office) to the receiver (client). The channel might be affected by the noise (traffic, other voices, personal thought) and the receiver has to encode (hear, understand, process the language) a message that was already compromised.

Conclusion

Workplace communication can define by doing things such as sharing statistics with the organisation and colleagues. However, effective communication consists of exchanging information accurately from one person to another or a group of people. This report examines communication skills and show the importance of effective communication in the workplace, management and analyse the process of creating and sharing ideas, information among the people to reach a common understanding. My work experience shows the importance of proficient and successful communication that helps rewarding result. Communication needs to adjust to every situation and individual in order to develop a good connection

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Appendix

Exercise 1

Dear Mary December,

I am writing to you as a Director of Communication company to invite you to attend the training course in non-verbal communication.

The course is scheduled for 5th of April 2020 and will start at 9:00 am and run until 4:00 pm.

I would be glade if you participated in this course as it will improve your communication skills and surely help relationship with your fellow workers.

I hope you do participate and gain maximum benefit out of it.

Yours sincerely,

Nataliya Virych
Director of Communications
"Name of Company"

MARIA and PEDRO

Pedro works on a building site and Maria is his wife.

One day Maria phoned Pedro.

'Hello, Pedro, when you're coming home, see if you can get me a chicken.'

'Okay,' replied Pedro.

When he got home, Pedro took off his boots and coat and went into the kitchen.

'Maria, where are you?' He said.

'Here - in the sitting room,' she said.

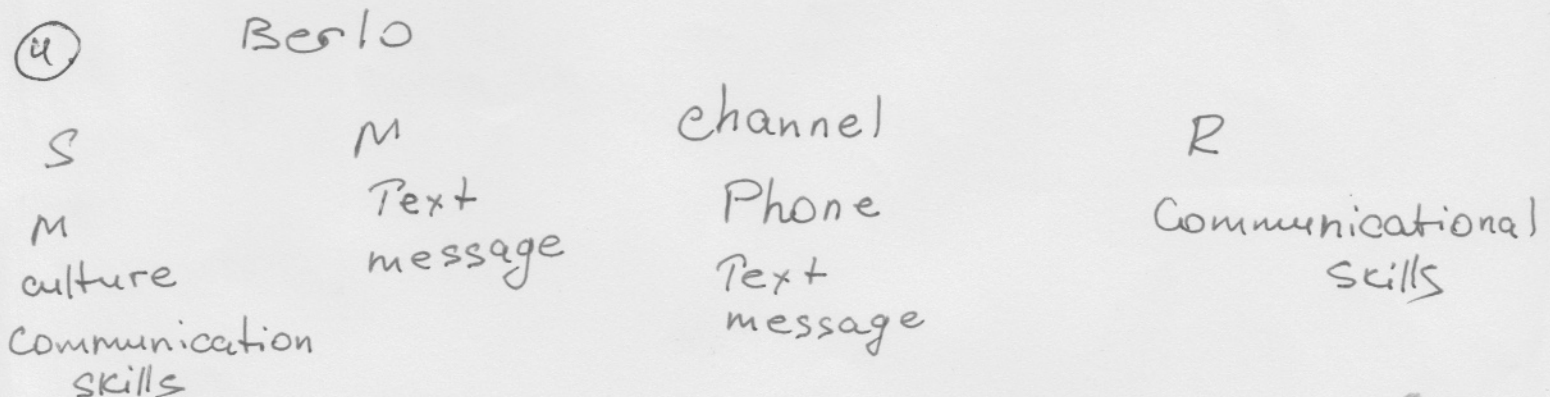
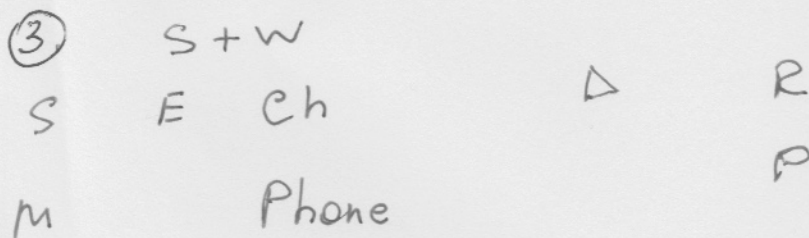
When Pedro went into the sitting room, Maria said, 'Where is the chicken?'

'What Chicken?' Asked Pedro.

The one I asked you to get on your way home.'

Oh, no! I thought you said when I come home I will see you in the kitchen!

- 1 Q: Why do you think Pedro misunderstood Maria? *may be distract, forget culture, words similar*
- 2 Q: Whose Model of Communication explains this confusion and why? *different language Schanon + weaver*
- 3 Q: How could this have been prevented? *communication is better, text message*
- 4 Q: Whose Model of Communication explains how it could have been avoided? *Berlo*



Nataliya Virych
1909127

British soldier killed by friendly fire after bad communication, says inquest

Coroner finds poor co-ordination among units in Afghanistan led to death of Michael Pritchard, but says it was an accident

A British soldier was shot by a sniper in a friendly fire accident that was caused by a series of misunderstandings and failures in military procedure, an inquest has heard.

The coroner, Alan Craze, blamed poor communication and lack of organisation for the death of Lance Corporal Michael Pritchard, who was killed by a gunshot wound to the chest and abdomen in the "blue on blue" incident in Helmand province. Pritchard, a Royal Military Police officer, and colleagues had been sent there to ensure the Taliban did not plant improvised explosive devices (IEDs) on an access road, Route 611, which was used by the British for transporting supplies. But the inquest heard other UK soldiers were also in the area at another remote observation post, known as "Sangar". Believing he was firing at a suspected insurgent, Lance Corporal Malcolm Graham, of the Royal Scots Borderers, 1st Battalion, fired the shot that is thought to have killed Pritchard, the inquest was told. During the hearings, a colleague of Pritchard's, Rifleman Jeffrey Stanley, said he had heard over the radio that soldiers at Sangar could see people on the road. He said he then heard permission being given to fire warning shots. Stanley said he radioed in to say he and Pritchard were coming under fire, but was told no shots had been fired anywhere near them. Pritchard was hit shortly afterwards. Other witnesses said no such warnings were received. Graham told the inquest: "I had no doubt in my mind I was shooting at insurgents. Others who gave evidence suggested no specific order was given to fire shots. Delivering his verdict after a week-long inquest, Craze said Pritchard's death was an accident, albeit an avoidable one. "I am inclined to the view that there were no insurgents there at all. If that is the case, how did this fatal misunderstanding come about?" Although he said he did not believe there had been a "gung-ho or snap-happy attitude", he said the soldiers at Sangar were tired and there was "an overriding sense that they had arrived in a hornets' nest in a war zone and that they had to win". He said it would never be known if important messages were sent and not received but that he could not blame the tragedy entirely on a communications failure. Craze said an inadequate briefings system and lack of understanding about a restricted firing line had also confused the situation.

In this tragic story my thought is that the Schramm communication model can be applied, as the bad communication due to an inadequate briefing and the unclear understanding of the radio messages between the parties, if actually exchanged.

HELLO! My name is...

Nataliya

What's your name?

Do you go to the Gym?	Do you have a pet?	Do you speak a language other than English?	Do you play a musical instrument?	Do you like sushi?
Jamilia	Marinella	Rafaella Sara	shekinah sing shae	Sara
Have you got a sister?	Have you visited France?	Do you own a Samsung phone?	Do you read a British Newspaper?	Do you go to the cinema?
Sheikira	Sheikira	Sheikira	Alia	Viorel
Do you have dangerous snakes in your country?	Do you collect something as a hobby?	Do you like poetry?	Can you drive a car?	Do you sing when you're having a shower?
Ogo yes	Alia	Masuma	Daniel	Ogo
Do you play football?	Do you have a brother?	Have you ever had a bad dream?	Have you been to Birmingham?	Can you swim?
viorel	Keisa viorel	Dewan	Dewan	Daniel
Have you met a famous person?	Are you a good cook?	Do you have a bicycle?	Do you like cricket?	Have you visited the London Eye?
Rafaella	MARMA	viorel	viorel no	Masuma