

Strategies for Effective Communication in a Business Setting

Agenda

1. The benefits of effective communication to Tom, his project team and to Amazon?
2. What model or models of communication should Tom apply and why?
3. Which communication barriers have or can negatively impact the project team?
4. Discuss the channels of communication to be used by Tom to improve communication?

Hello!

*“I am here to evaluate the strategies
of effective communication”*



The benefits of effective communication to Tom, his project team and to Amazon

It is evident that communication has been one of the most effective yet crucial factors. Apart from that, effective communication can lead any organization to overcome initial yet critical risk factors (Nwabueze and Mileski, 2018). Amazon is opting for opening two new exceptional warehouses, one in London and the other one in Paris.



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The benefits of effective communication to Tom, his project team and to Amazon (Contd...)

Tom Jackson is one of the major parts of this project from Amazon
Tom found to be facing terrible issues regarding communication with team members
Tom felt to develop effective communication with his team members so that the result of the project
Effective communication can propose multiple areas to any particular project so that the project
(Nwabueze and Mileski, 2018)



Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.alert-software.com%2Fblog%2Fcommunication-strategies&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABAN

The benefits of effective communication to Tom, his project team and to Amazon (Contd...)

Effective communication will help Tom to increase their managerial efficiencies
It will help Tom to manage their working ethics by developing their focus regarding the tasks
Tom will be leading needs to think about their roles in different aspects
It can help to increase cooperation along with maintaining organizational peace (McNally et al. 2019)



Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.hrcloud.com%2Fblog%2Fsteps-for-developing-an-internal-communication-strategy-ready-for-2021&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABAS

“

“Effective communication will help to get competitive advantages in the business projects.”

What model or models of communication should Tom apply and why

- ▶ Tom thought to develop two communication models
- ▶ The first communication model is named the ***“Linear communication model”***
- ▶ The other one is ***“Laswell's communication model”***



Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.hrreporter.com%2Ffocus-areas%2Fculture-and-engagement%2Fhow-to-deliver-effective-communication-in-a-pandemic%2F337159&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABAX

What model or models of communication should Tom apply and why (Contd...)

▶ This is one of the easiest yet most effective communication models that can help any particular team or organization (Jin et al. 2020)

▶ Tom will be using this model of communication in order to direct their communication process throughout the project

▶ The model of communication actually helps to provide wholesome recognition

Tom has been using this model of communication to enlarge and boost the relationship



Source: https://www.google.com/url?sa=i&url=http%3A%2F%2Fnewamerica.org%2Feducation-policy%2Fedcentral%2Fcommunication-during-the-covid-crisis-learning-from-our-mistakes%2F&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401692000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABAC

What model or models of communication should Tom apply and why (Contd...)

- ▶ Using this particular model of communication will help Tom to develop the actual areas of communication
- ▶ Tom to define what team members are asking along with getting into their demands
- ▶ It is important to listen to the team members regarding opening the warehouses (Saliu, 2020)
- ▶ This particular model will help in three effective ways such as providing a brief knowledge of the environment



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Which communication barriers have or can negatively impact the project team

- ▶ It is well known that Physical barriers along with emotional barriers would
- ▶ Two most effective barriers to communication that can bother Tom
- ▶ Throughout the project of getting developed two new warehouses



Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fcareers-in-sport.co.uk%2Fcareer-advice%2Feffective-communication-skills%2F&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABAm



Big concept

“Effective communication can help any particular organization to develop their relationship with the stakeholders that can eventually bring out multiple opportunity and support to the project and organization”.

Which communication barriers have or can negatively impact the project team (Contd...)

- ▶ Physical barriers are the most effective barriers to communication that can differ from the obvious factors
- ▶ A materialistic approach can be seen in this particular case (Bakar et al. 2020)
- ▶ Time and Climate in this aspect would be the two most powerful components
- ▶ Apart from that, Tom needs to develop and maintain a particular climate



Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.marketing91.com%2Fcommunication-media%2F&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABAw

Which communication barriers have or can negatively impact the project team (Contd...)

- ▶ During the project of developing two new warehouses, there can be many aspects that can occur multiple emotional barriers
- ▶ Tom needs to think about this particular matter positively before conducting the project
- ▶ Differentiation regarding opinions can develop anger issues in team members (Krizanova et al. 2019)

A decreased level of productivity can also be seen that can impact the entire team



Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.geektonight.com%2Fwhat-is-communication%2F&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABA1

Effective Communication attributes

Effective Communication



Have an inspired vision

If you want people to get behind your ideas, you must first have an idea to get behind.



Surround Yourself With People Who Can Listen

A great team can get behind an inspired vision and make it their own. As a great leader you no longer own that vision - you communicate and share it with your team. They buy in!



Communicate the Vision

Communicating well at this stage sets a firm foundation and prevents confusion down the road. The right people want to learn more about how to be successful attaining their goals.



Sustain Growth For Long Term Team Success.

Send the message to your people throughout every corner of the workplace. There should be no confusion of the vision, the strategy, or the goal.

Source: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.quality-assurance-solutions.com%2Feffective-communication.html&psig=AOvVaw0Zrbj56gDfMZ8WCcgnKziM&ust=1664620142588000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCIDch7envPoCFQAAAAAdAAAAABAN>

html&psig=AOvVaw0Zrbj56gDfMZ8WCcgnKziM&ust=1664620142588000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCIDch7envPoCFQAAAAAdAAAAABAN

Discuss the channels of communication to be used by Tom to improve communication

- ▶ In this particular aspect, there have been three definite channels of communication (HONG, 2021)
- ▶ The first and most effective channel of communication is verbal
- ▶ Each of these communication channels has different strengths along with weaknesses

Verbal
communication



source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.proofhub.com%2Farticles%2Fcommunication-strategies&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABBE

Discuss the channels of communication to be used by Tom to improve communication

(Contd...)

- ▶ On the other hand, non-verbal communication will help Tom to maintain the stability
- ▶ Engage them in the project quite appropriately
- ▶ Along with that, a better understanding can be seen between the employees and Tom
- ▶ The basic fundamental of these communication channels is to recognize the entire system



Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.proofhub.com%2Farticles%2Fcommunication-strategies&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAAdAAAAABBJ

Discuss the channels of communication to be used by Tom to improve communication

(Contd...)

- ▶ Apart from that, written communication will help Tom and his team members to provide direction
- ▶ At the same time get directed at the same time respectively
- ▶ The initial factor of this communication is that it can assist in getting the exact ideas and expressions
- ▶ Therefore, all these channels of communication will help Tom to develop the project of developing new warehouses



WHAT IS
COMMUNICATION?

*Definition Concept
Process and
Types*

Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Freadingjunction.com%2Fcommunication-definition-concept-process-types%2F&psig=AOvVaw0IUdWdGQLvxtPs_HSYmQQ&ust=1664616401093000&source=images&cd=ve&ved=0CAwQjRxqFwoTCMC3l72ZvPoCFQAAAAA dAAAAABBO

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Thank s!

Any questions?

