

*Effective Team Working and
Communication(BMSW4002)*

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INTRODUCTION

The act or process to utilise words, signs, sounds and behaviour for exchange the information and also to express ideas, feelings, thoughts etc. to other person. In simple terms, communication provide the ways for send and receive information by use of technology. Communication is a action-oriented process that take place between two individuals with motive of sharing ideas, information and knowledge. The primary purpose of communication process is to transfer relevant information and ideas for perform all operations and functions in an organised manner (Carter and et. al., 2016). M&S is considered as an organisation for this report which perform business operation in retail industry. The rational to select this organisation is to understand communication at the global level. Moreover, this report highlights on models of communication and skills. Also, to understand communication at better level case study is included in the upcoming report. In the last, example of poor communication and methods to improve the communication will also included in this report.

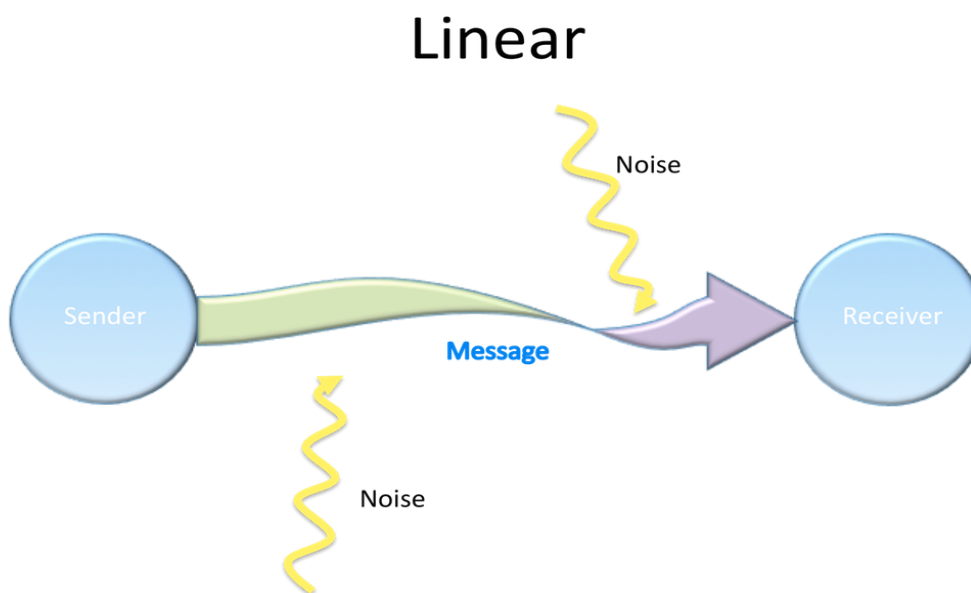
MAIN BODY

Communication and their models

The term communication is explained as a process of formulating, interpreting and negotiating about meaning and information related with business. Communication is explained in different forms and this includes verbal, textual and non-verbal. Sometimes communication also exists from different perspectives and it include aural, visual and physical factors that aids to perform communication process in an organised manner. Also, communication is completed in various ways and this helps for manage work according to the learned behaviour. To explain social process of communication scholars formulate different models among them three models are recognise as most appropriate which are Linear, Transactional and Interactional (Clark, 2014). In context of Marks & Spencer each model highlights the development of communication procedure, but it emphasize on different parts of communication such as to provide picture, verbal-interaction, etc. They are also useful for simplify organisation structure through induce basic structure of business through include verbal and visual aspects. Explanation of this models are mention as below:

LINEAR MODEL

This model was developed by the Shannon & Weaver in the year 1948 and it describe communication as the linear process. The main role of this model is to describe how sender, speaker, receiver, etc. transmit and interpret the message. From perspective of M&S, sender are the source of message and this consists of words, sounds and behaviour which initiate or start the interaction (Gharaveis and et. al., 2018). Moreover, message is transferred by the use of channel or route related with *receiver end of communication*. The reason to select linear model is that this assist engaged workforce of respective organisation to easily transfer the information and message.



REASON TO UTILISE THE LINEAR MODEL OF COMMUNICATION

- **To transfer information in an authorised manner-** Linear model is also as the one-way of the communication process and this is used for explore an appropriate flow of information which helps for transmit the authorities decisions in an organised manner (Green and et. al., 2017). In simple terms, manager of respective organisation use linear model as straight forward communication model which helps for induce diverse setting from managing customer relationship to formulate market strategy.
- **Match with all types of communication-** Almost each store of the Marks & Spencer is placed or located at different geographical locations. Therefore, this is important for management and authorities to implement all those communication factors which are

universally adopted. Linear model of communication match with almost each type of communication so this is more effective for organisation.

INTERACTIONAL MODEL

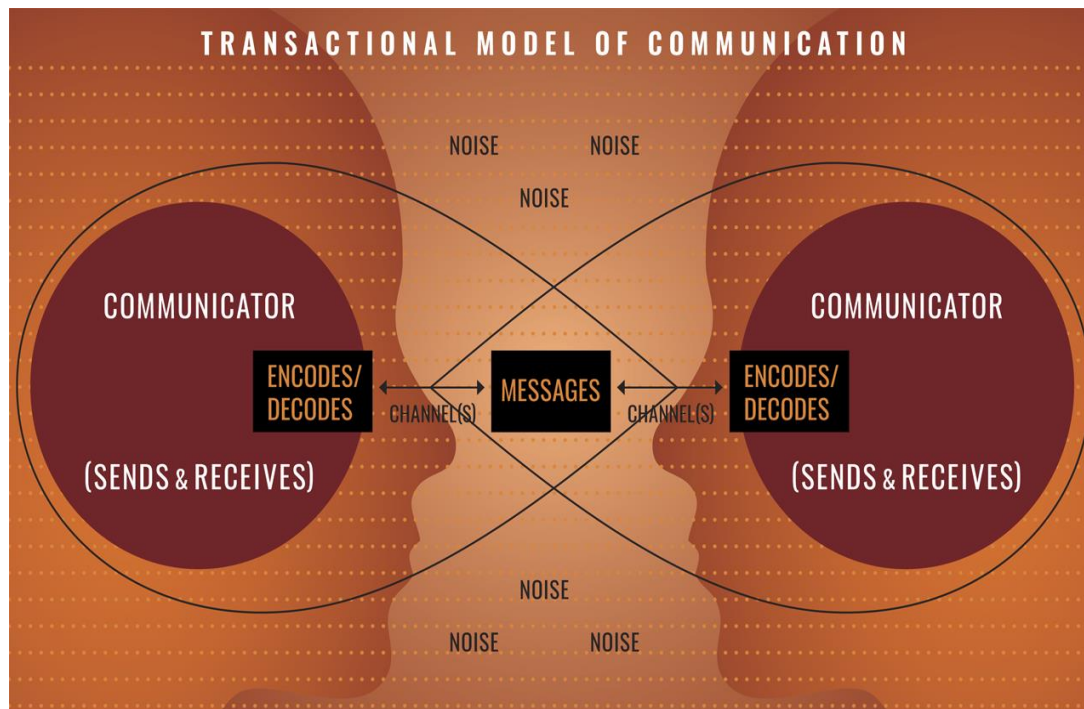
For identify and understand more dynamic prospects of communication, interactional model is used as this follow two types of communication channel. This helps for transfer message and communication both between sender and receiver. Further, the response provided by the receiver to sender is known as feedback (Green and et. al., 2017). Moreover, the current market conditions define that message is understand by focus on overall flow and feedback related models. From the perspective of M&S, interactional model is more useful because this helps for focus on all those views and communication factors that considered interaction as ongoing process.

REASON TO SELECT THE INTERACTION MODEL

- **Field of experience-** This is identified as the final feature of interaction model. Also, the field of experience refers to understand how environment, culture and the experience impact on sender to construct the message. Each person who perform their work in respective organisation bring unique and new field of experience for implement appropriate interaction models which helps to understand the message in a proper manner.
- **Clear-cut communication-** The number of limitations and challenges are less within interactional model and this considered that interactional model for formulate right and direct communication channel. Also, the major benefit to adopt interaction model is that this is used for complete interaction process from both sides including, sender and receiver.

TRANSACTIONAL MODEL

One of the most impulsive or ever-changing model of communication is identified as transactional model and the main feature of this model is to move or refers the individuals from sender and receiver (He and Huang, 2017). It also refers towards individual as communicators and according to this interaction is done or achieved when both sender and receiver interact with message. On the other side, fundamental view of communication refers to transaction and this also include cooperative action that helps communicators for create the process related with interaction.



REASON TO SELECT THE TRANSACTIONAL MODEL

- **To share communication perspective-** one of the most important factors which is related with business is to use and implement appropriate communication models. The current market scenario, define about all those actions and steps which is used for formulate the environment that helps the individuals for share better experience. It means that model helps for analyse influence of message and response.
- **Inter-relational of message-** The model considered towards all those factors which is used for influence the persons by transmitting right and appropriate message. Moreover, principle related with the interrelation states all messages which connect and build all message on the basis of communication theory (Mohanty and Mohanty, 2018). Marks & Spencer use this model for view right communication method. People are considered as dynamic communicators which share the experience with other person for not repeat the same mistake.

COMMUNICATION SKILLS

With analyse of the communication factor this is understand that various types of communication skills is used and this insists towards the use of different skills especially, according to the requirement of communication platforms. From the perspective of communication skills this is identified that individuals who has high and effective interaction skills will able to

perform overall work according to the decided actions. This supports workforce of Marks & Spencer to develop communication channel at international level. Some effective communication skills which are important for M&S are mention as follow:

- **SPEAKING-** Perhaps speaking or verbal communication is one of the most frequent method or skill which is used for transfer message across the workplace. This includes meetings, workshops, in-person interview and video-conferencing (Parush and et. al., 2014). To improve speaking communication skills of employees, M&S organise training which helps for improve facial expression, body language and tone because they all are engaged in the speaking skills.
- **WRITING-** One of the most powerful business communication skill is to embrace the email, internal business memos, posters, formal letters, etc. All of them are focused towards implement of effective and appropriate choice of words as this helps to send all message in an accurate manner. Also, reliable writing is one of the most effective manner for convey technical information.
- **READING-** One of the complex and difficult skill to learn for M&S engaged workforce is reading because this is time consuming and also impact require high-knowledge to understand the meaning in depth. Moreover, limits related with reading such as social sites provide knowledge which is not appropriate and relevant.
- **LISTENING-** One of the most important perspective for better communication is to engage organised and effective listening skills. Practices related with listening helps for improve and understand the content, decode of non-verbal signals and filter the useful information because this helps for manage work with no bias (Rönnerhag and et. al., 2019). Effective listening is a winning tool and the manager consider that this enable person for manage work according to proper communication.

The current market consider that this is crucial for Marks & Spencer to manage and complete their work with more efficiency. This define that all individuals improve their communication skills and this results towards understand of overall content by induce effective listening factors through enable the person to manage their work in a more considered manner. All organisation listen and implement all those ideas, innovations and feedback to formulate better and effective relationship as this provides factors which helps for manage work in a forward manner. M&S communicate

about all international perspectives to perform task by communicating entire factors related with business.

Case study of marks and Spencer to identify poor communication skills

Marks & Spencer is the British retailer organisation and they are expert to sell the clothes and good quality of food products. This is one of the largest retailers of UK which manage and operate almost 703 stores that are spread among all over the world. Moreover, brand has formulate reputation in international market through offering good quality of British products. The case study of Marks & Spencer identify the business information and data-flow as this is used for manage work in an important manner. The case study related with this factors consists of declining market share that is loose due to poor communication factors (Yi, 2016). So communication model and skill helps for manage business in an appropriate manner by generate and implement direct communication channel between team-members. M&S use the public relations and also all those tools that make better circumstances to manage the task in a communicated manner. Effective results helps for make facts and figures through which all work is completed according to the international brand. Some of the major poor communication skills are mention as follow:

- ***Information and knowledge communication-*** The main aim of M&S is to improve team-productivity and effectiveness. So this consists towards formulation of effective and appropriate results by which overall communication information and prospects related with internal communication process impact on the decisions. Stakeholders face problems due to poor communication because this is affected by decisions as less information directly impacts on their knowledge. It refers that primary, secondary and other key stakeholder require right and appropriate information to make right decisions.
- ***Systems used for communication-*** Marks and Spencer use all those communication systems basically, those which is related with individual network. This refers sometimes it is complex for the respective organisation to perform their work in an integrated manner because there is a difference between the internal and external communication systems. In context of poor communication face by the Marks & Spencer relates with change in vertical channel. Human process diversify decisions and this helps to forecast about long run.

The current market conditions define that change in communication channel results that this is more complex for individuals to transfer and manage all information. This results information is not delivered to employees and labour because barrier interrupt the communication process.

CONCLUSION

From the basis of above report, this is concluded that communication is the key for perform all work according to relevant and appropriate information. Team-development and effectiveness is also based on the communication skills and this refers that team-working and the communication are parallel factors as they both work for increase the organisational productivity. On the other side, with analyse of the communication models such as linear, interactional, etc. helps for manage interaction in an appropriate manner and this boost the creative learning and problem-solving skills for minimise the issue related with work through discuss the challenge with all team-members.

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