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# EFFECTIF TEAM WORKING AND COMMUNICATION

Communication

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## **Introduction**

Since the most distant past, man's life has been managed by communication. A family life, the relationship between friends, colleagues, etc. Man is managed by the need to express himself and also to understand others, we are social because we communicate. A simple gesture, a simple movement of the head, a simple posture is already a way of expressing himself, of communicating.

Communication – is the transfer of information from a sender to a receiver. The sender forms an idea or the subject (the encoding process), and transmits via a channel, to a receiver that receives and process the information (the decoding process), each receiver decodes the message on them on way. The communication can be face to face, or via others channels (Maund, Schriek, Tinkler, 2017).

Communication is very important, day by day the human being is guide by communication, the communication is used to share ideas, information, to create and support relationships, delineate responsibilities etc. A good communications skill, allows to improve yourself, to improve at work, improving your career and to maintain a good relationship with others.

This report will focus mainly on communication, the different types, the models of communication, their importance in the workplace and for the business and some aspects that may affect it.

## **Types of Communication**

### **Verbal communication**

Verbal communication is the transmission of message using words, in a dialectal form. This can be through a face-to-face conversation or via a phone (Chandler & Munday, 2011). According with Doyle (2019), an adequate verbal communication is not just talk, but the way you pass the message and the way the receiver receives them.

### **Nonverbal Communication**

Nonverbal communication is a transmission of message without using words, sounds or speeches. It is the most frequent in the world and in this case the sender transmits is message through a body language, a face expression, an eye contact, etc. (Hall, Horgan, Murphy, 2019).

## Written Communication

Written communication is a way of communication through written. It can be written by hand, typed or printed and it can have as well figure and some graphics. Written communication can be as well by instant messaging, synchronous communication, postal mail and email, asynchronous communication or by a text messages and similarity to verbal communication is also a form of communication through language (Chandler & Munday, 2011).

## Visual communication

Visual communication is the transmission, analysis of message in visual pattern, it includes images, the body language (body gestures and posture, the facial expression, proximity, orientation). It also includes some non-linguistic forms in written texts (example: as typography and emoticons). There are two parts of human body fundamental to visual communication, the eyes and the brain. The eyes see and the brain interprets the visual information received (Lester, 2012).

According to the definition of communication, transfer of information, it seems to be a very simple process. However, it is a very complex process that involves many variants and that is important for school, for work, for business, etc. There are some models that explain the communication process, and there are some strategies that helps to improve this skill.

## Models of communication

Before start to innumerate the models of communication there are some concepts like: sender, receiver, encoding, decoding, channel, message, that needs to be defined.

Sender – the person who sends the message.

Receiver – the person who receives the message.

Encoding – the conception of the message in the mind of the sender.

Decoding – the way the person that receives the message ear and understand the message.

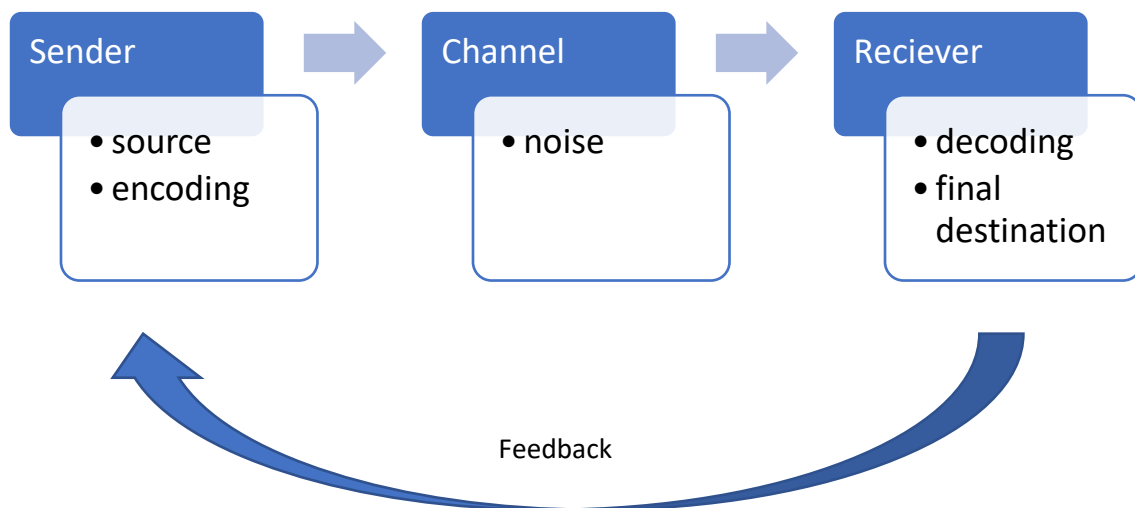
Channel – the route used to carry the message.

Message – the information shared between the sender and the receiver.

## The Shannon-Weaver Model

In this model the sender encodes the message, chose a channel and send the message through the channel to the receiver that decodes the message. This

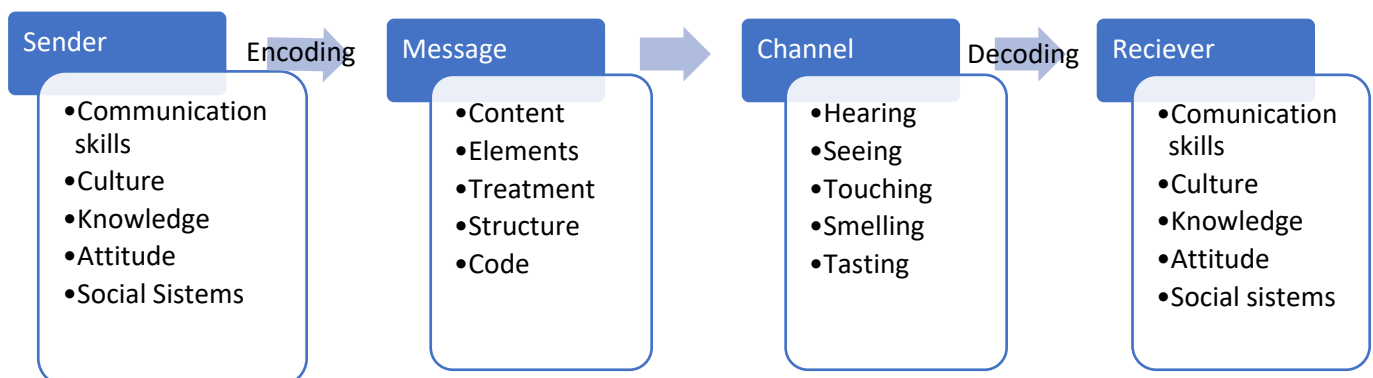
model is known especially because they had considered the factor 'noise' in the channel that might difficult the transmission of the message, and the receiver response, that they named as a feedback.



In this model they assumed that communication is made between two people and that they are similar, that is, they did not consider the variants, such as culture, the level of knowledge, etc. that may defer booth of them.

### Berlo's Model

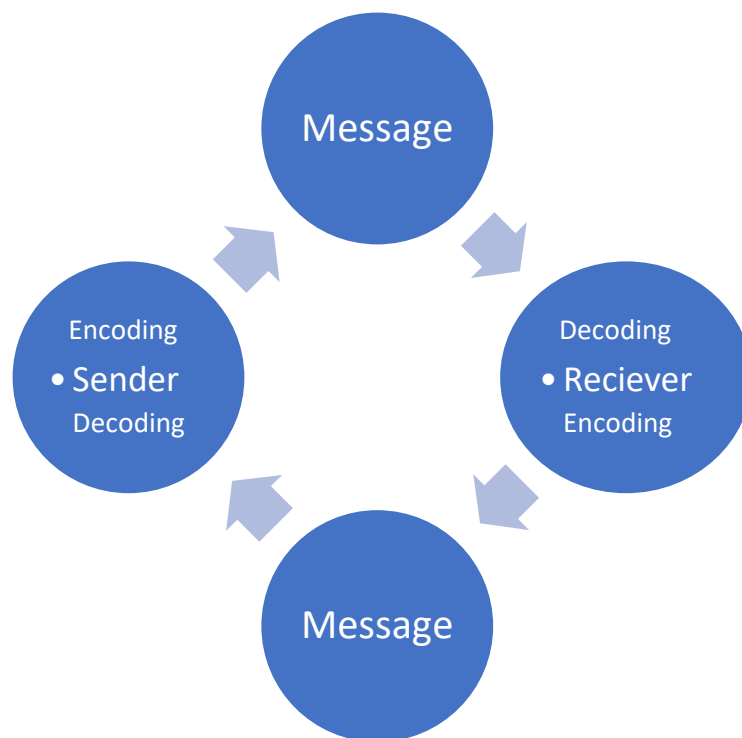
In this module, similar to the Shannon-Weaver model, the sender encodes the message and sends it to the receiver that decodes the message. The message is transmitted through a channel. However, in this model the author takes into account all the factors that may differs the sender from the receiver.



This model, assumed that the transmission channel cannot affect the arrival of the message to the receiver, in other words, in this model there is no “noise factor” which is very important. In this model the author also considers that communication is done linearly, there is a sender that transmits the message to the receiver without any feedback.

### Schramm's Model

Schramm considers that the communication is circular. The sender encodes the message and transmits to the receiver to decode and understand the message received. After understanding, the receiver responds to the sender. In this model the sender who initially sent the message may become the receiver, the receiver receiving the message may also be the sender and they did not consider the “noise factor” in the channel.



### Culture and communication

Culture is a set of beliefs, practices, values, norms, language, knowledge and others that predominate or define a society. People are governed by rules, values, norms, etc. since their childhood, these factors have directly influenced their behaviour, knowledge and so many other aspects that might be in their subconscious (Goman, 2011). This makes it obvious that culture has a direct influence on communication.

Communication and culture are closely linked, as culture influences the sender (with whom he speaks and how he encodes the message), influences the message, and influences the way the receiver decodes the message. Culture also influences people's behaviour (Leonard, Scotter and Pakdil 2009), for example in some countries greetings are made by simple handshaking, others by two or three kisses on the cheek or other countries by a bow of the head.

## **Effective communication in a business organization**

Everything in running a business is communication, it is necessary for dealing with employees and in between them, to deal with costumers and to deal with the providers.

Effective communication is important in many aspects. It allows to create clear prospects for workers, as it influences directly their performance, costumers, allowing them to express their services issues. It builds a strong relationship, between the colleagues, between the manager and their staffs and between the organization and the costumers or with anything that is linked with the organization. It is an open way for new ideas and innovations, for both workers and customers (Richards, 2019). All these aspects are fundamental for the business organization development, to achieve company goals, to a strong team working and good environment, to the customer satisfaction and winning new ones.

## **Importance of effective communication in a work place**

At work is necessary to communicate with the costumers, colleagues, manager and boss. For a proper functioning of a company it is necessary to have a good lever of communication between all the staffs, and each of them must have a good communication skill, especially if they have to interact directly with the costumers. To give an example, I will talk about my work.

My work is split in two parts, the Deli shop and the kitchen. All the foods they serve is made at the kitchen, so every morning the manager at the shop as to call the head chef to ask the menu for the day to be able to inform the costumers that calls at morning to know about the menu. If the manager does not call the head chef, he will not know which kind of food he is going to serve that day and he will not be able to inform the costumers and it might lose a lot. He needs to call as well to say if he needs some specifically food that is not made every day at kitchen, this is very important because they might be without the item for one or more days. They serve a lot salads, and the chefs as to write a label with the name of the food and if it has some products that might causes allergies to

people, without this label is impossible for the shops workers to tell the costumers if it is save for them to have some or other salad.

### **Managements and employee's communication**

The communication between the managements and the employees, should be as clear as possible, with respect and in a friendly way. It is impossible to conquer respect with fear, if you respects others, they respects you back, but if you do not they will not respect you, and they are probably just waiting for an opportunity to get a revenge, that can be leave the job or not doing a proper job at your back. It is essential as well to have some kind of distance between them, to they do not forget who is in charge.

A very good example of this is my previous job, I used to work as a chef in a restaurant, the owners were not a very good person, but the head-chef the person who deal directly with us, was a very good person. He was very friendly, he spoke nicely and respects everybody. Although he was always on top of us to see how we work and if we do something wrong, he will call us reason but with respect. In the other end, the restaurant-front of house was always changing staffs, it was very difficult for them to stay more than two mounts and they were always complaining about the general manager, every week there was a new face.

### **Effective communication strategies**

There are several strategies for effective communication: Active Listening, SOLER, Keys Strategies for Nonverbal Communication, etc. But given the previous example on management and communication, the best way for the general manager to avoid constant employee loss is to use the keys strategies for nonverbal communication and the active listening.

The keys strategies for nonverbal communication will allow him to evaluate his performance as general manager, by first knowing himself, evaluate the professional context, to evaluate is communication with others and to step back and think. All this will help him to understand himself and to find out rather the problem is with him or not.

The active listening method will help him in his communication with the staffs, because it has some factors like posture (the way the listener stands in front of the speaker), paraphrasing (to repeat what the speaker has said in the listener words), summarizing ( the listener makes a brief synopses, with the key point that was said by the speaker) and probing (making more question to get deeper in the subjects or in what is bowering the staffs), that can make the manager to be more approachable by the staffs. There are some points in the SOLER method

like eye contact and open posture that can be very helpful as well, as they can make the staffs to feel heard and valued.

## **Conclusion**

Communication is very important to man. Each gesture, each eye expression, each posture, each image is a way of conveying a message. As analysed in this report, it is a very complicated process.

There are several types of factors that influence communication, from the characteristics of the person sending the message, as well as the characteristics of the person receiving it, also depends on the medium in which the person grew up. It is fundamental in all aspects of man's life, at work, in social life, at home, etc.

Having a good communication skill, is very important for a person, and is a key factor in the development of the person himself, as well as the environment in which he lives and work and it allows him to have great news opportunities. It is important as well for a company/business, promoting a good relationship between employees and between the company and customers, and consequently the development of the company/business. Although not everybody as a good communication skill, but still there are some strategies that helps to improve the same.

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## Appendix

Ex.2. Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills

Tell him why you think he would be an asset to the team

Dear Mr. Jack Daniels,

My name is Romina Correia, I am a Director of a handmade communication company. I've been observing you for a couple of days, and ~~from my observations~~ I would like to have you in my company.

Your communication skill is extraordinary. I like the way that you can deal with any problem in any circumstance, I like the way that you approach a situation the way that you explain and ~~clear~~ <sup>your</sup> things, and especially I like the way that you deal and treat your colleagues.

I am offering you a position in my company because I think that ~~you will be an asset~~ with your communication skill you will be an asset to the team, we will be very happy to having you.

Kind Regards  
Romina Correia

Student Name: Romina Pereira

Student ID: 1908456

Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

**Ex.1. Read the following brief and write a business email according to the instructions.**

You are the Director of Communications at your company and you would like a Supervisor, Mary December, to go on a training course in non-verbal communication because you have observed that her non-verbal skills sometimes send the wrong message.

- Tell Mary why you are writing
- Say what you have observed about her communication skills
- Tell her how you think this course would improve her skills and her relationship with her fellow workers.

Dear Miss Mary December,

I hope you are doing well.

My name is Romina Pereira, I am the Director of Communication. I have been observing you for couple weeks, and I have to say that I am not satisfied with your non-verbal communication.

Your attitudes at work, ~~show~~ your body language, your face expression shows that you are not happy with the job, that you are not confident, and you do not know what you are doing, as a supervisor this is something that the company can not tolerate. Your verbal and writing communication are very well, but the non-verbal communication has a lot to improve. This is not good for our staff, you may tell them what to do or what is wrong or right, but they are not believing in you as you don't show them confidence.

For all this reasons the company would like to offer you a training course in non-verbal communication skills. We think this course will help you with your non-verbal skills, will help you to pass the message without speaking or writing. This may help your relationship with ~~the staff~~ ~~your~~ your fellow workers, they have more confidence in you, in the things you tell or teach them and they will have more respect in you.

Kind regards  
Romina Pereira

Lecturer's signature: \_\_\_\_\_

*[Signature]*

Date: 13/11/2019

#### Exercise2: COMMUNICATION: A CASE STUDY

As you read their case, think about how you might help communicate with the employee to remedy the conflict. Answer the critical thinking questions at the end of the case and, wherever possible, say whose communication model is relevant.

##### BARRY AND HIS STAFF

Barry is a 27-year old who is the manager of a restaurant. He is responsible for supervising and managing all employees in the kitchen. Employees working there range from 16 years old to 55 years old. In addition, the employees come from varied cultural and ethnic backgrounds. For many, English is not their primary language.

Barry has a Health and Safety (Food) Certificate and tries his best to keep up with food safety issues in the kitchen, but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often hurried, and some new employees are put right into the job without training if it is a busy day.

One day Barry overslept because he had been working on his car until 2 a.m. He was rushing around and realized that he didn't have a clean uniform. However, he managed to find one that was not very dirty. As he dressed, he realized that he needed a haircut and a good hand scrubbing, especially after working on his car.

When he arrived at work, he dashed into the kitchen and noticed several trays of uncooked meat on the work tops. They appeared to have been sitting at room temperature overnight. He called one of the kitchen staff and asked: 'Why did you leave the chicken out when I told you to put them in the fridge?'

The man replied: 'I heard you screaming but I thought you were trying to talk to the chef above the noise of the food mixer he was using. I didn't know you were talking to me'. Barry is frustrated and doesn't know what to do. He felt like he was beating his head against a brick wall in trying to get his employees to practise food safety.

He has made many efforts to get them to learn how to handle food safely. He has put large signs all over the kitchen: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS OFTEN.

##### Questions:

1. What are the communication challenges and obstacles that Barry faces?
2. Which communication models can you use to explain Barry's problems?
3. What solutions might Barry consider in addressing each of these challenges or obstacles?



1- In this case Barry is facing too many obstacles. First of all screaming with someone doesn't make he learn, specially if the environment is too noisy, so Barry has to know how to deal with people. Second the staff was (know he didn't have experience working in the kitchen, beside the noisy ~~customer~~) and probably he must be from other country, he may not speak english very well. In the noisy environment didn't help.

2- The models of communication is Barlett's because he considers every aspects from the sender to the receiver. As we can see our sender have the knowledge about the subject but he doesn't have very good communication skills, and the message was screaming, probably the staff was thinking that he was upset with something not trying to talk, and the receiver didn't have much knowledge about the subject and he probably was from other country as well, from different culture.

We can use as well Shannon-Weaver because the kitchen is a noisy environment and this affects the communication.

Lecturer's comments: Good attempt in writing the business email case study has been answered well however the third question answer was not satisfactory. You could have detailed the solutions for this situation.

Lecturer's signature: \_\_\_\_\_

Date: 13/11/2019

3. For me Harry need to improve his communication skills. he needs to learn how to speak on track his staffs especially the novices one that ~~can't~~ don't have much experience. And he can explain a ~~Some~~ Seligman's model's of communication because in this model the communication is circular. He pass the message to his staffs and ~~then~~ then the staffs pass back with the have learned or if they have noticed anything and Harry will know how to proceed.

Lecturer's comments: \_\_\_\_\_

Lecturer's signature: \_\_\_\_\_

Date: \_\_\_\_\_



Effective Team Working and Communication – Term 1  
BMSW4002  
In-class exercise 2

Student Name: Suzanne Casanova Student ID/Group: 45123456  
Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

Ex.1. Read the cases and answer the questions that follow

**CASE 1:** Mary was working on some paperwork when her daughter came into the room upset. As the child told Mary what was wrong and how she felt, Mary kept typing on her keyboard and said, "It'll be OK," and "Everything will be all right." She was confused when the child only continued to become more and more frustrated. Just then, Mary's phone rang and she was all excited when she heard her friend's voice. They spoke for fifteen minutes and when the call ended, she turned and said to her daughter, "Oh, darling, that was Susan. I'm so excited about seeing her tomorrow!". The child broke down and cried.

1. Why weren't Mary's calming words having any effect on her daughter?  
Mary's words weren't helping any either because she wasn't giving her daughter attention, as she kept typing on her keyboard. It seems to her daughter that she wasn't listening. Her non-verbal communication was too busy on the phone and she was stressed.
2. What could she have done to make the situation better?  
She should have stopped typing and listened to her daughter. She should have put her phone away and given her full attention. She should have asked her daughter what was wrong and listened to her. She should have tried to understand her daughter's feelings and offered her support.

**CASE 2:** Steve was exhausted from work when his wife, Sally, came home. So he was quite annoyed when she began telling him all that went wrong about her day. He interrupted her and said, "I'm so tired, can't it wait?". The next morning while they were in the kitchen making breakfast, Steve said, "Did I tell you what happened at work yesterday?". Sally said nothing, but walked out of the kitchen.

1. Why was Sally upset?  
Steve was upset because Steve didn't listen to her. He interrupted her when she was starting to tell him about her exhausted day from work and he should have listened to her.
2. What could Steve have done to help the tension that had developed?  
Steve could have listened to her, given attention to her, and not interrupted her. He could have asked her what was wrong and listened to her. He could have tried to understand her feelings and offered her support.

Lecturer's signature: \_\_\_\_\_

Date: 11-12-2015

1/1 Page

**Exercise 2: Writing an e-mail.**

You are a teacher of Communication and have received this e-mail from one of your students:

Dear Sir,  
I am writing to you because I am confused about Communication.  
Could you please explain:  
1. What Communication is;  
2. The Shannon-Weaver model.  
3. What is meant by non-verbal communication and why it is important.  
Many thanks,  
Lucy Mars.

Reply to the student and answer her questions. Use a diagram in your answer, if necessary.

Dear Student Lucy Mars,

Here is everything you need with you. Thank you for contacting me about your doubts.

Communication is the transmission of information from one person to another or others, from a sender to a receiver. In the Shannon-Weaver model, there is one sender that encodes the message and send it ~~through~~ through a channel to a receiver that decodes the message and gives feedback. The ~~process~~ ~~process~~ reception of the information by the receiver may be affected by the factor noisy in the channel. A good example of this is a conversation between two people in the street. The conversation may be affected if one or both of them are in the noisy environment, the message may not be ~~received~~ ~~not~~ perfectly understood.

Non-verbal communication is one type of communication that ~~is~~ doesn't have verbal exchange or transmission. It is more about the body language and is very important because despite of what you are saying, if you are not showing confidence or your body posture is not correct, your message won't be passed or the other person won't believe you.

good

Lecturer's comments:

Lecturer's signature:



Date: 11-12-2019