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BUSINESS REPORT

Effective Team Working and Communication BMSK 4002

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Executive Summery

The report you are about to read should provide insight and offer clarity, in order to solve any problems you and your company may face when setting up and maintaining a system of communication for your business, the internal communication process you choose must enhance and contribute positively to your business, more importantly bringing the workforce together, uniting all staff members when achieving a common goal, completion of any tasks all of which are of great importance when implanting change. Getting communication right is imperative in aiding the continued success of your business, when wishing to not only maintain the team communication but also making improvements.

It is very important to understand skills and abilities of each employee and analysing the performance of individuals personalities will indicate particular functional roles when participating in team activities the natural strengths and weaknesses will emerge. It is vital for all staff to have good communication skills in order to contribute with ease as a team-member or team-leader to become effective and efficient when sharing information, solving problems or completing tasks.

Introduction

The purpose of this report is to gain perspective by bringing forward new suggestions and ways of thinking to add to the success already achieved by Sarah Davis and her discount store in Birmingham. The art and science in communication is defined into two categories of communication according to Scott(2005) both are related to the workplace are, **Effective** Communication - this is when a message from the sender has been decoded successfully by the receiver, Also **Efficient** Communication – is when the communication is done effectively and at low-cost. Further studies from Guo,L.C and Sanchez,Y, they defined communication as the creation or the exchange of ideas, thoughts, emotions and understanding between the sender and receiver, they also found strong relationship in communication and the effective and efficient performance of the organization therefore the communication process is the procedure is for the sender and receiver to communicate. Using technical media to apply communication of transferable information, this is vital to ensuring the effectiveness throughout the organization when sharing, having meaning and understanding the content of the information being communicated. From a Business Consultants perspective this report will provide insight, ideas and will also contain possible actions or answers in order to solve any problems that may arise at the store. Recommendations for the organisation will also be in the report, including a plan of action, to be used as a guideline only, when implementing change and making ideas reality. The report attempts to offer support, encouragement to identify factors or problems that may arise on a day to day basis when running the discount store. The company's rapid growth warrants the use of a more formal process of communication, it is much needed when ensuring the business runs smoothly, maintaining what it has already achieved by gaining effective communication these are crucial in business and for organizational success.

Effective Team Working and Communication

a) Why effective communication is important for the continued success of the organization.

When thinking of communication, most people automatically think of speech when in fact only a small percentage of businesses will use speech alone to communicate information, by utilizing both **verbal**; *face-to-face, telephone or virtual discussion* and **non-verbal**; *body language, memos, e-mails or newsletters*. Using several functions to gain a greater understanding of the information that is being shared will be more effective when communicating (Fielding,M.2006). A simple method for transmitting information has three parts the **sender** of a message, the actual **message** itself and the **receiver** of the message, this is the most basic form of the communication process (see apdx1). When sharing messages or information, this process comes with a variety of problems that can be faced on a daily basis, they must be overcome in order to be effective when communicating information, it is ultimately the way a message and its context has been interpreted, it is essential to have categoric understanding and meaning from all persons involved when sharing information, with a number of communication barriers, this occurs when a message that is being sent or received could be; *physical, emotional, cultural, interpersonal, gender or language* all of which are specific to the distortion or its complete obstruction from one or several factors could affect the information being exchanged, if the problem is indicated but not addressed correctly, the barriers will continue along with misinterpretation and misunderstanding of information being transmitted, in the likelihood of this happening, it will increase which will eventually damage employee morale and will be detrimental to the productivity and progression of the business. Research suggests the need for understanding a message is very important, loss of translation during the communication process will influence the understanding of any message will consequently aid a range of negative attributes breeding uncertainty, suspicion, mistrust, conflict and group divide, which will be damaging to the organisation (Feely,A,Harzing,A.2003). Communication is important for any business, also to be mindful not mindless of the content when sharing information in order to achieve common goals, having an efficient, exchange of ideas throughout the company from subordinates to those on a more superior level, which could be vertically, horizontally or diagonally communicated between different departments or levels of hierarchy, this will enhance the communication process, undoubtably improve performance quality and better productivity throughout the organisation, also enabling further growth and for the continuation of success that the business has already achieved. It is essential for the discount store implement a communication process but more importantly one which includes **feedback** to maximise communication both internally and externally, by doing so, will make the process of transferable information much more effective and efficient when communicating throughout the organization.

b) The importance of two-way communication, consultation and employee voice.

It is vital, when wishing to share messages and other information, a cycle in communication is used, allowing for feedback in the process, not only for business purposes but also, when improving personal development, adding to an individual's skill set and increasing specific abilities of each person this encourages the success and improves performance quality, staff morale and job satisfaction. When communicating in the workplace it is evident the more successful the communication is, the more success the business will be when achieving what it desires, this can be done by creating an opportunity for change through strategic communication (Lewis,L.2019). By having an effective two-way system in place will enable good communication between all members of staff, this is essential for the role of the leader having such skills enable the smooth running's and dependant for the success of any business. It is also key for the communication levels to be high between employees and management in general but more importantly when new strategies are to be introduced or enforced. Many different ways of the communication process will have different results, to ensure the structure on a day to day basis of the organisation, a number functions can be used, along with different methods as assets to strategically improving communication, this will ensure the continued development of individuals and organisational success (Banks,P.2017). First and foremost, to ensure two-way communication model is utilized correctly, adding depth, becoming a cycle of communication it is important to have **feedback** (see appendix 2). Vertical pattern in communication is information from a superior level to be sent downwards to the subordinate, it is then the subordinates' responsibility to send feedback upwards back to the individuals superior. Horizontal patterns in communication can be the exchange of either formal or informal exchange of information sent between individuals or departments but must have the same level of hierarchy. To communicate effectively in business is an important requirement in order to solve any problems, or when making decisions, it also enables everyone to be heard regardless of corporate hierarchy and improving relationships. The simplest model for communication is Shanon and Weaver's Information Theory Model (see appendix 3), although this is the easiest model it has the elements needed to have effective two-way communication. Made up initially with four elements 1) **sender**, the one who wishes to transmit a message; 2) **channel**, the information to be shared; 3) **receiver**, who the message was intended for; and of course, the key element 4) **feedback** on the information that has been sent and received, this process for effective two-way communication is important for keeping staff informed, updated and engaged in the workplace, not only that the communication system being incorporated must have variety in channels it uses, bringing richness to the context, as well as a considerable amount of benefits to the organization. When choosing a channel to send information must be rich to handle multiple messages simultaneously when expecting rapid feedback, facilitating these needs will determine the success or failure of the message being sent and received, being high in richness will also allow for more complicated, non-routine messages that would usually be misconstrued to be sent with ease, low richness channel, needs to be suitable for straightforward routine messages that have minimal ambiguity. It is of great importance, all employees of all levels have consultations regularly, obtaining feedback is critical to the success in communication, serving to correct inappropriate attitudes and behaviours, by listening and making sufficient changes will only add to the effectiveness of any team.

c) Effective methods of communication, specific to the business

For the continued success of business at the discount store, it is advised that a communication system is implemented as soon as possible. This will bring mutual understanding of content and process, if these two major components are clear in their objectives, this will ensure support is available for those that need it, allowing difficult situation to be addressed without offending any persons, fostering ways for group development and individual progression. Formal and informal networks for communication that are most suited but able to adapt to change depending on the situation in hand. The use of oral communication is informal, more of a casual communication tool, its effectiveness when speaking is dependant on *speed, volume, pitch, tone of voice and clarity of speech*, Oral communication is the most successful of methods when communicating it makes the conveying of information faster and easier, but only makes up a small percentage of human communication. Written communication is formal, consisting of pen paper documents, reports, emails and most suited to communication that requires detailed instructions, adding ques such as visuals, body language, facial expression, tone of voice and the stance we take when communicating are accountable and takes up a massive percentage when wanting to achieve effective communication in the discount store (see Appendix 4).

- d) The significance of non-verbal communication when communicating to employees.

Conclusion – Recommendations

As the Business Consultant for Sarah Davis' Discount Store, it is my professional recommendation that the implementation of a internal communication system is put in to place with immediate effect, adding this process to the workings of your organization will only give way for further success. As this report shows, only good things will come from implementing a process for communication, such a system will enable all members of the workforce can access any messages, either general or of more importance will ensure that the level of communication is as effective as it can be. It is Ms Davis responsibility to set the system up initially, maintaining and keeping the system updated can be delegated to another staff member of your team, once the system is in place and working order and achieving effective communication throughout the company.

References:

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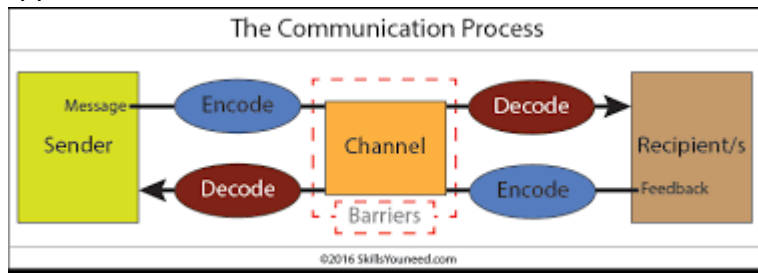
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Appendix's

Appendix 1:



Appendix 2:

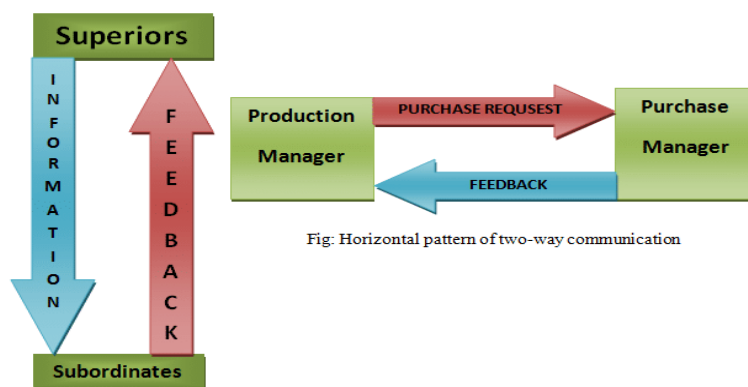


Fig: Horizontal pattern of two-way communication

Fig: Vertical pattern of two-way communication

Appendix 3:

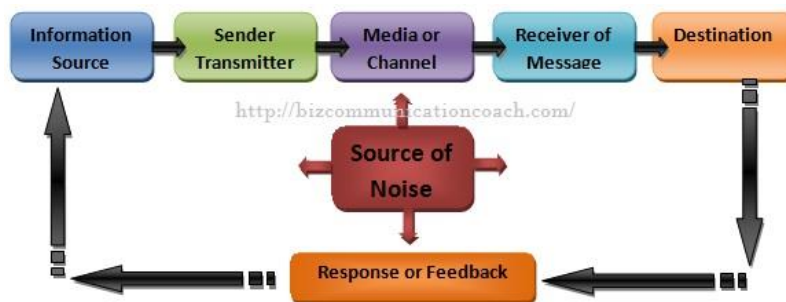
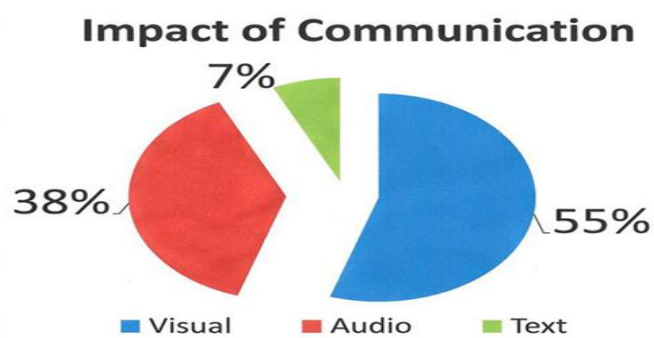


Figure: Shanon and Weaver's Information Theory Model

Appendix 4:



Source: UCLA study on how audience learns during a presentation