

COMMUNICATION PROBLEMS AT FLIGHT FOODS LTD

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GROUP: 3**MODULE:**

EFFECTIVE TEAMWORKING
AND COMMUNICATION

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OVERVIEW

- Company Background
- Environmental Noise Barrier
- Language and Communication Barrier
- Cultural Barrier
- Age / Generational Barrie
- Emotional Barrier
- Management Issues
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BACKGROUND OF FLIGHT FOODS LTD

- Medium-sized company
- Produces ready meals for airlines

The Problem:

- ❖ Facing declining market share.

Complaints include:

- Undercooked food
- Poor packaging
- Meat in vegetarian meals

ENVIRONMENTAL NOISE BARRIER

Problem:

- ❖ Loud machines disrupt communication
- ❖ Workers cannot hear instructions clearly

Theory: According to Shannon & Weaver Model (1949), noise interferes with message transmission.

Example:

Gary struggles to explain tasks.

Solution:

- Reduce noise where possible
- Use visual signals/signage
- Provide written instructions



LANGUAGE AND COMMUNICATION BARRIER

Problem:

- ❖ Workers speak different languages
- ❖ Limited English understanding

Theory: According to Berlo's SMCR Model (1960), communication depends on the sender and receiver skills, attitudes, knowledge, and context.

Example: Workers misunderstand instructions

Solution:

- Provide multilingual training
- Use interpreters or team leaders
- Use visual communication (icons, diagrams)



CULTURAL BARRIER

Problem:

- ❖ Workers from 5 different cultural groups
- ❖ Different food hygiene standards

Theory: According to Schramm Model (1954), effective communication depends on shared understanding and continuous feedback, not just message transmission.

Example: Mixing meat with vegetarian food

Solution:

- Cultural awareness training
- Clear standard procedure
- Strict supervision
- Assessment of understanding

AGE / GENERATIONAL BARRIE

Problem:

- ❖ Workers aged 16–60
- ❖ Younger workers less responsive

Theory: Communication Styles Theory according to Alder, Rodman and du Pre (2016), different age groups interpret messages differently.

Example: Younger staff ignore instructions

Solution:

- Tailor communication styles
- Provide structured training
- Use mentoring (older staff guide younger ones)

EMOTIONAL BARRIER

Problem:

- ❖ Gary is stressed and frustrated
- ❖ Poor leadership behaviour

Theory: According to Goleman (1995), emotional intelligence is the ability to recognize, understand, manage, and use emotions effectively in oneself and others.

Example:

- Calling workers “idiots”
- Poor hygiene from Gary himself

Solution:

- Improve leadership skills
- Stress management training
- Promote respectful communication



MANAGEMENT ISSUES

1. No proper staff training
2. Poor hygiene enforcement
3. Outdated machinery
4. Lack of supervision

Consequences:

- ❖ Food safety risks
- ❖ Decline in product quality
- ❖ Loss of customers
- ❖ Reduce operational efficiency

RECOMMENDATIONS

- Provide formal food hygiene training
- Improve communication systems
- Introduce clear procedures and checks
- Upgrade machinery
- Hire supervisors/team leaders
- Encourage teamwork and respect

CONCLUSION

Communication barriers are the main cause of problems.

Poor communication leads to:

- ❖ Food safety issues
- ❖ Loss of customers

Effective communication improves:

- Productivity
- Quality
- Overall business performance

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¿ QUESTIONS ?

Thank You !

