

EFFECTIVE TEAM WORKING AND COMMUNICATION

REPORT TITLE

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INTRODUCTION

Effective communication and teamwork benefit a business to maintain a positive work atmosphere in any organization. Teamwork is the collaborative work where there is a group of individuals to attain the same target inefficient and an effective technique is known as teamwork. On the other hand, communication is an activity or a procedure of interchanging oh thoughts and ideas by telling verbally, writing or by sharing any kind of information is known as communication.

Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver. On the other side this was also identify that in each organization communication is one of the most important factor through which one organization will easily contract with others related with the product and services (Forsyth, 2018). Communication will also build a good relationship between employee as well as with their target customer. Communication will also help by giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.

Verbal Communication involves face-to-face, telephone, radio or television and other media use to share some most relevant information to different type of people and also this will help to maintain the good relationship with each other (Woodcock, 2017). Verbal communication entails the use of words in delivering the intended message. The two major forms of verbal communication include written and oral communication.

Non-Verbal Communication is covering body language, gestures, how we dress or act, where we stand, and even our scent. There are many subtle ways that we communicate with others (Volkov, and Volkov, 2015). Nonverbal communication entails communicating by sending and receiving wordless messages. These messages usually reinforce verbal communication, but they can also convey thoughts and feelings on their own.

Work group communication leads to an improvement in overall ASDA performance. Employees feel empowered if they are able to have upward communication. This type of communication is when information flows upward in an organization and usually consists of feedback.

Communication flow is very important to workers (Oetzel, 2017). Employees have to feel secure that they are receiving truthful and updated information from superiors. They also want to have the ability to share ideas, thoughts and concerns within the company.

The organization which is taken for this assignment is ASDA (Boissy et al., 2016). In this portfolio discussion on teamwork will be done in which a critical analysis will be done in which group of dynamics theories will be done which includes Belbin's and Tuckman's theory in team working will be analyzed. Apart from these communication theories and barriers to communication in the context of any organization will be analyzed and discussed in this portfolio.

LITERATURE REVIEW

GROUP DYNAMICS

According to Eybers, and Hattingh, (2018) it is a procedure of psychological and behavioral procedure that occurs within a social group examining group dynamics that can be beneficial in identifying the behavior of decision-making, generating good techniques and following novel technologies and notions. Group dynamics is the core of evaluating sexism, racism, and different types of social preconceptions as well as perceptions (Oetzel, 2017). The aspect of epidemiology, psychology, social work, sociology, studies of communication, and education are studied in group dynamics. The three most significant factors that impact on team's cohesion are leadership, environmental and personal factors. Group dynamics can provide several benefits to its members which won't be possible if an individual decides to work alone (Forsyth, 2018).

Group dynamics is determined by many various aspects that involve the personal skills of an individual and it also outlays individual phases, individual capitals, and determinations that follow to a social compression and endeavor to earn the advantages that are accessible in group dynamics (Forsyth, 2018). A group may be attractive in terms of costs and advantages but the appeal alone does not regulate whether any individual will join the team. Group dynamics are always based on the main aspects that are the level of comparison and level of comparison for replacements. Group dynamics deals with the performance and assertiveness structures of a group. This factor is concerned about how the teams are formed and what type of procedure is being followed in the functioning of teams (Forsyth, 2018). Nevertheless, it is concerned with the communication and the forces that function amongst the teams.

TEAM DEVELOPMENT

According to Forsyth, (2018) Team development is one of the most important factors which are required in every organization. This is very important that the leader of the company has to give the proper training and development to their employee so they will give their best and also they will able to lean using the different type of tools and techniques in the organization (Volkov, and Volkov, 2015). If the team is developing then the working performance of the organization will also improve.

COMMUNICATION

According to Gutiérrez et al., (2019) Communication will improve the working performance because through communication all the employee will share their idea with the company and also they will make a good interaction so that they will make their business more effective. Different type of communication models are used by every organization to make there working environment better (Volkov, and Volkov, 2015). Linear Model of Communication, Transactional Model of Communication, and Interactive Model of Communication are some of the models which the organizations have to implement regularly. Most of the all the information are exchanges through using communication channel in the organization.

DISCUSSION AND ANALYSIS

BELBIN'S TEAM DYNAMICS MODEL IN ASDA

According to Guttenberg, (2020) this theory was developed by Meredith Belbin's 1981 as Belbin's model has become the most used model to support team building. The roles of the team were intended to outline and forecast possible expansion of ASDA and identifying the strongest team which has the variety of impending appeals and types of behaviors that have been criticized because of its possible generalization of a group of individuals (Boissy et al., 2016). Nevertheless, when this model is a procedure to accomplish vision nearly the employment of a group and classifies the weakness and strengths of groups that can be highly advantageous. Belbin's team role describes a pattern of behavior that characterizes one person's behavior in a relationship for another characteristic and the development of group (Volkov, and Volkov, 2015).

This strategy enables an individual and the team to help from self-knowledge and adjust the behavior according to the needs that are created by the external circumstances. An individual's role in a team is to develop by inventory. This can be maintained by the attachment of spectator management that compromises self-determining confirmation almost a person's role in a team (Woodcock, 2017). There are main nine Belbin team roles which every organization have to play like most of the employee are challenges acceptor and also they will take a different type of action so that they will solve all the issues of ASDA. Also, different types of ideas are implemented by the employee of the ASDA Company so that they will attract more and more customers. These kinds of employee are called action-oriented roles. On the other side in people-oriented roles, all the employees are motivated to finish their work with the help of their team members (Woodcock, 2017). And the last one is Thought Oriented Roles who will identify the different types of options and give some new ideas to the company for their improvement (Oetzel, 2017).



FIGURE 1 BELBIN'S MODEL

Source (Talman, 2018)

IMPORTANCE OF BELBIN'S MODEL IN ASDA

Belbin's model is an essential instrument for a higher level of team creation procedure because it is important for an experienced facilitator that recognizes the patterns that are present in the group and hence it benefits in analyzing the weakness and strength. ASDA implements this model so that it will identify the ability of innovation for creativity, producing notions and solving difficult issues (Woodcock, 2017). The negative point that comes with this role is generally a lack of interest in details that are tangled on adjacent rational.

On the other hand, Belbin's model also plays an essential role to identify the novel chances and originations and notions, external group. The effectiveness can wane rapidly and follow consolidation of the current task that transforms into obstacle an advice-giving individual who coordinates with the team for consensus and decision-making delegate the job and then compare the skills to tasks (Oetzel, 2017). Belbin's significant because this model is capable to recognize each member of the team that enables the leader to maintain every member of the team by comparing each other negative and positive aspects accordingly top attain the targets of the organization and complete the given task.

TEAMWORK IN ASDA

According to Lacerenza et al., (2018) Teamwork is the collaborative work where there are a group of individuals to attain the same target inefficient and an effective technique is known as teamwork. This factor is monitored within the greater framework of a group of individuals who effort collaboratively for the same objective the main need for effective work in the team is sufficient team size. Backgrounds of the teams are different depending on the purposes a team of individuals should have 2 individuals and a maximum range of team size is 3 to 100 (Talman, 2018). A team should be capable to leverage the sources to be productive for planning and training for clearly defined objectives within the team for well-defined characters in a group as teamwork is a very significant factor in any type of organization and teamwork also develops the relations amongst the employees of the organization. Teamwork will not be effective in the organization if the members of the team don't support their co-workers and do not cooperate during work (Talman, 2018).

TUCKMAN'S THEORY OF TEAMWORK IN ASDA

This is the theory for development that forms the basis of many different notions in this theory which mainly emphasis on the method in which teamwork for the accomplishment of task from the initial formation of the team through the completion of the allotted task (Talman, 2018). This theory is specifically appropriate for team building challenges as the stages pertain to the attainment of targets assumed by a team. In Tuckman's theory, the teams usually are involved in the accomplishment of the targets which last for years or months which can be complex to identify the experience in the background of a completed target.

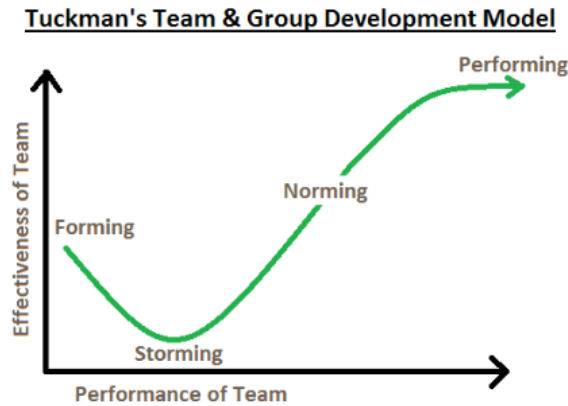


FIGURE 2 TUCKMAN'S THEORY

Source (Woodcock, 2017)

Tuckman's theory of team and group development benefits ASDA to identify the phases of development a team faces while work but this theory can also be implemented on the group of co-workers, networking teams, volunteering organizations can also be implemented while communicating on regular basis (Talman, 2018). Theory of Tuckman assists the leaders, managers as well the members of the team to monitor the phase in which the team stands and also benefits the members of the team to acknowledge and process the inevitable obstacles and modifications while the development of the group (Oetzel, 2017). It also benefits the groups and teams to accelerate by the team stages with cognizance and empathy for the team members.

It includes four different stages such as-

FORMING

This is the stage where the team meets and learns about the chances and barriers and then reach an agreement to attain the objectives and starts to tackle the allotted work. Team members incline to act moderately as they can be encouraged but are not usually informed of the problems and targets of the team. Members of the team are generally ineffective behavior and are also focused on themselves (Talman, 2018).

STORMING

This is the second stage for the development of the team where the group starts to sort itself and attain the trust of their co-workers (Oetzel, 2017). This stage usually begins when the members of the team voice their notion, as a result of this an obstacle may rise amongst the team members as the authority is assigned to them.

NORMING

This is one of the most important stages which are followed by every organization so that they will make their business more effective. In this stage, the employee of ASDA tries to solve all the differences and give some respect to their authority in the form of a leader (Boissy et al., 2016). Every team member must know each other so that at the time of any problem they will take some help.

COMMUNICATION THEORIES IN ASDA

SOCIAL EXCHANGE THEORY

In this theory, the manager of the company will identify the social nature in the communication of the two different parties that apply price advantages to identify some risks and benefits. Also on the other side in this theory, some economic relationship was involved in which every different party has an excellent those different parties' values (Oetzel, 2017). Through some analysis, this identified that the price of the social exchanges are higher as compare to the rewards



FIGURE 3 SOCIAL EXCHANGE THEORY

Sources: (Boissy et al., 2016)

CONCLUSION AND RECOMMENDATIONS

This assignment concludes that most of the businesses will implement effective communication and teamwork so that they will make a good and positive working nature in their organization. Through teamwork, the ASDA was able to achieve the organizational goal in a well and effective manner. On the other side, this also identified that if the organization has effective communication then they will easily share all the information and they will also make their working environment more effective. This is very important that the manager of the company has to make all the work in a well and appropriate form so that they will not face any difficulties. The organization which was taken for this assignment was ASDA. Social exchange theory Belbin's and Tuckman's theory in team working was analyzed in this portfolio discussion on teamwork. Apart from these communication theories and barriers to communication in the context of any organization was analyzed and discussed in this portfolio.

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APPENDIX

SZER MARINELA ANCUTA
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EFFECTIVE TEAM
WORKING AND COMMUNICATION

MARIA and PEDRO

Pedro works on a building site and Maria is his wife.

One day Maria phoned Pedro.

'Hello, Pedro, when you're coming home, see if you can get me a chicken.'

'Okay,' replied Pedro.

When he got home, Pedro took off his boots and coat and went into the kitchen.

'Maria, where are you?' He said.

'Here - in the sitting room,' she said.

When Pedro went into the sitting room, Maria said, 'Where is the chicken?'

'What Chicken?' Asked Pedro.

The one I asked you to get on your way home.'

Oh, no! I thought you said when I come home I will see you in the kitchen!

- 1 Q: Why do you think Pedro misunderstood Maria?
- 2 Q: Whose Model of Communication explains this confusion and why?
- 3 Q: How could this have been prevented?
- 4 Q: Whose Model of Communication explains how it could have been avoided?

'Pedro misunderstood Maria because he doesn't give attention when she talked with him, Pedro was concentrated on work.'

2 Model of communication in this situation was Shannon - Weaver

HELLO! My name is...

What's your name?

↓
MARINE LA SZERI

Do you go to the Gym? YES OGO	Do you have a pet?	Do you speak a language other than English? YES NATHALI	Do you play a musical instrument? YES ALIA	Do you like sushi? YES ANDREEA
Have you got a sister? YES ANDREEA	Have you visited France? YES RATAELA	Do you own a Samsung phone? YES ANDREEA	Do you read a British Newspaper?	Do you go to the cinema? STEVE
Do you have dangerous snakes in your country?	Do you collect something as a hobby?	Do you like poetry?	Can you drive a car? YES DEWAN	Do you sing when you're having a shower?
Do you play football? SYEN	Do you have a brother? YES KIDIST	Have you ever had a bad dream? YES DANIEL	Have you been to Birmingham? YES ANDREEA	Can you swim? YES BECKY
Have you met a famous person? YES STEVE	Are you a good cook? YES MASUMA	Do you have a bicycle?	Do you like cricket?	Have you visited the London Eye? YES DANIEL

3 Maria is the sender and Pedro is receiver, she sent the information but the information was not received properly

S	E	ch	△	R
Maria	"get me a chicken"	phone	work	Pedro

This situation could have been prevented if Pedro would have been give more attention to the conversation with Maria.

4 Because Pedro was at work, the way they could avoid this misunderstood is if Maria would have been sent him a text message on his phone.