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EFFECTIVE TEAM WORKING & COMMUNICATION

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Introduction

Communication is very important in the corporate world. The success of the business highly depends on the effectiveness of the communication model used in business. This report is on the topic of Importance of communication and its models in the business. This report shows the importance of communication and its benefits to be effective in business. In the later part of this report, verbal and non-verbal communication has been described. In the final part, different models of communication and its pros and cons will be shown with the application of the company "Toyota".

Company overview

Toyota Motor Corporation is the largest multinational automotive manufacturing company based. This is a Japanese company, established in 1937. The company has made more than 360 thousand employees across the world. The company has the ability to produce more than 10million car per year. In 2019, the company hits a record 30 trillion yen which is equal to 270 billion dollars. The company sold 10.74 million cars in the last year. The company is also the 2nd largest automotive company in the world.

1. Communication

In business, the significance of business is unavoidable. So, a well understanding of communication is very important. Here is some good definition of communication for better understanding.

“Communication is the combination of different ways of expressing meaningful thoughts from an individual or a group of people to another using mutually accepted ways through a common medium or channel to transmitting thoughts (Cartwright, 2012).”

“Communication is a process for establishing contact where one or both party plays the role of sender and receiver of facts or information that can influence the behaviour or action of the parties involved.”

2. The Importance of Communication

The most common importance of communication in business are followings:

The factor of coordination: Coordination helps to create a connection among all the rest of the elements in any business. Managers can easily explain the modes, norms and goals of the company to the employees. Moreover, managers can make a cross-connection between different departments. Thus, communication helps in coordination.

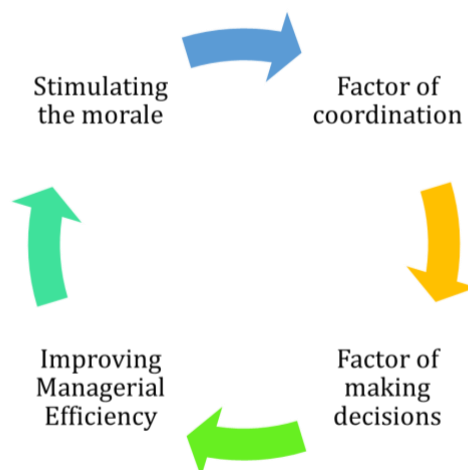


Figure 1 Importance of Communication in business

Source: Author

The factor of making decisions: Information is a must when making any decision. The communication system provides information to managers from diverse sources to

make proper decisions. A proper decision can change the level of success of any organisation.

Improving Managerial Efficiency: Managers need to complete tasks by subordinates. Managers provide targets and instruction to the employees to complete assigned tasks (Vangelisti, 2016). To manage all these kinds of stuff, they need to use proper communication channel that helps to boost managerial effectiveness.

Stimulating the morale of the employees: Communication process gives importance on improving worker's morale and the relationship with the organisation. Introducing two ways of communication, the process ensures the participation of employees in achieving goals that help to strengthen morale.

3. The Importance of Effective Communication

Importance of effective communication in business are followings:

Inspiring innovation: An effective communication system allows employees to share ideas more easily. An employee wants to convey more contribution to the company if there exists a fearless communication system to share ideas and plans. It's very important to have an effective communication channel between supervisors and employees that encourage the employees to be innovative.

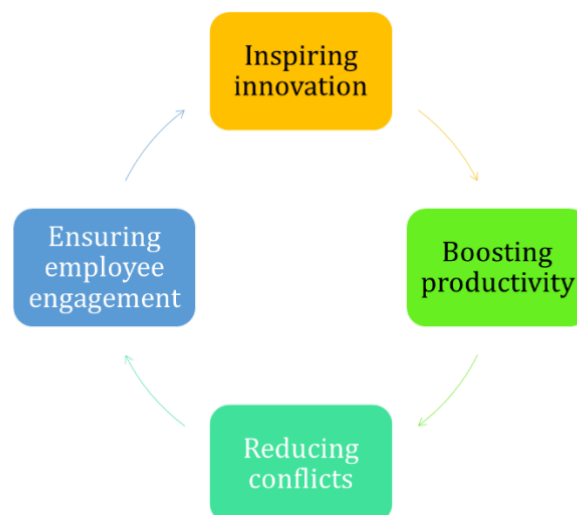


Figure 2 Importance of effective communication in business

Source: Author

Boosting productivity: In an effective communication process, managers become known about their employee's skills and talents (Babatunde, 2013). So, the managers

can provide precise direction and instruction to the employees and can assign best-suited task according to their skill sets. This reduces the overall turnaround time. Thus, effective communication can stimulate productivity.

Reducing conflicts: A good communication process uses common, smooth channels and proper pattern for internal and external communication. So, a sender can convey every information exactly to the receiver. Therefore, misunderstanding is reduced for effective communication. Thus, conflicts have been reduced.

Ensuring employee engagement: Effective communication is more about connecting and engaging with others. However, the process of effective communication connects all the teams altogether and aligns them with the goals of the company that motivates employees to achieve their targets.

4. Methods of Communication

The communication process can be divided into two main types; they are verbal and non-verbal communication.

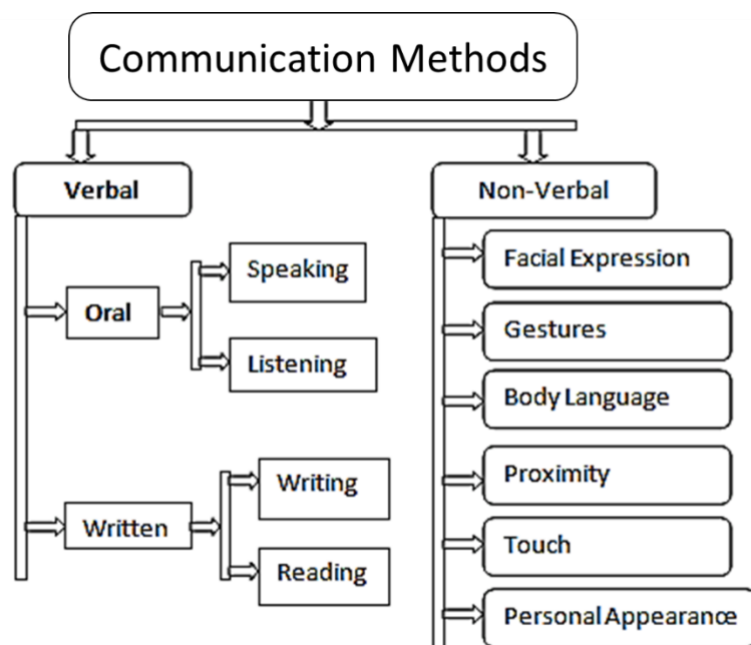


Figure 3 Verbal and Non-verbal Communication

Source: Author

4.1 Verbal Communication

Verbal Communication: When parties involved in the communication channel express or share information or feelings using words is called verbal communication. Effective verbal communication includes sounds, tones, words, volume etc. However, verbal communication is mainly of two types: Oral and written communication. Oral communication is the process of verbal communication where both receivers and senders use word of mouth to transmit or exchange information through the channels(Moskow, 2018). However, oral communication can be divided into two parts; 1. Speaking, 2. Listening. Written communication is the verbal communication process where parties in the communication channel communicating methods to communicate or express feelings and ideas. Written communication can also be divided into two main parts; 1. Writing, 2. Reading.

4.2 Non-verbal Communication

Non-verbal: When the people in the communication artery exchange or transmit their feelings or information without using any written or oral medium is generally called non-verbal communication. In a business platform, the use of non-verbal communication is very little to see(Mahmud, 2014). However, non-verbal communication can be many types, for example, gestures, facial expressions eye contact, proximity, touching, etc. Non-verbal communication is also called wordless communication. People generally use non-verbal communication unintentionally. Whatever, it's very effective in face to face communication to hold the attraction of the listeners and to deliver the message more effectively.

5. The Theories of Communication

Here are the three most popular communication models:

5.1 Shannon and Weaver Model of Communication

Shannon and Weaver Model of Communication is one of the most popular communication theory from the article “A Mathematical Theory of Communication” written by Elwood Shannon and Weaver. Shannon’s model of communication can be broken down into 6 parts. They are sender, encoder, channel, decoder, receiver, and noise.

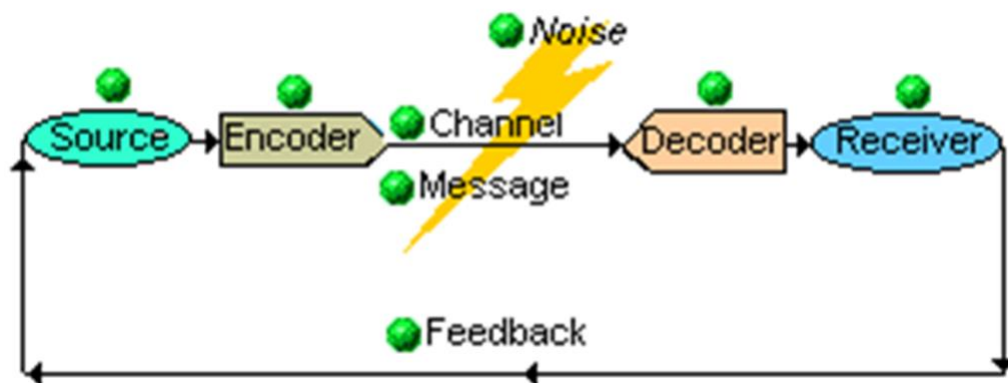


Figure 4 Shannon and Weaver Model of Communication

Source: Author

Here sender is the source of information who is generally a person. The sender makes understandable messages from the source and converts the message into codes through the machine. This machine is called the encoder. The encoder sends the message to the communication channel that connects the destination. Here choosing the right channel to communicate with the receiver is very important (Al-Fedaghi, 2012). Otherwise, the noise can make things difficult to receive the exact coded message by the receiver. The decoder accepts is the opposite of the encoder machine that receives the encoded message and converts the code into the readable message for the receiver. Finally, the receiver receives the message. The receiver can give a response to the message by sending feedback to the sender of the message.

5.2 Schramm Model of Communication

Schramm Model of Communication Model is the two-way communication between a sender and receiver that means both parties are involved in continuous sending and receiving messages. For this reason, Schramm’s model is considered as the important forerunner of the mass communications pitch.

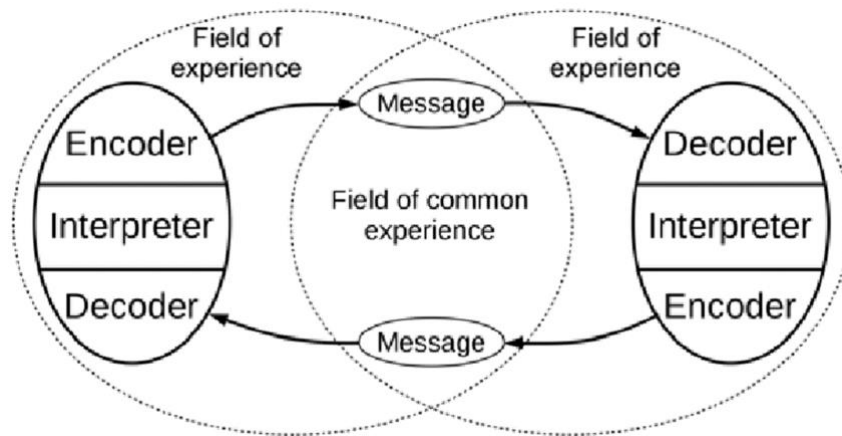


Figure 5 Schramm Model of Communication

Source: Author

The model has mainly three elements in the process of communication. They are the sender, message, and receiver. The sender is the person who encodes the message and sends the encoded message to the destination. On the other hand, the receiver of the message is the person who receives the encoded message and converts the coded message into a readable message. This process is called decoding. Here both parties have to perform the role of both sender and receiver as this model is a two-way communication model. The message part depends on two different elements; the field of experience and common field of experience. The parties belong to different experiences but both of them has some common field. More the common flow of experience, less the barrier or noise within the channel.

5.3 Berlo's Model of Communication

Berlo's Model of Communication is the model advanced by David Berlo from Shannon Weaver's Model of Communication. Berlo described that there are several factors that can affect the communication efficiency. The model also gives a focus on encoding and decoding of the message (Saud, Jufri, Rahman and Salam, 2014). Berlo's model of communication mainly has four components. They are the sender, message, channel, and receiver. Every component is affected by many factors.

Sender: The person who sends the message to the receiver is the sender. A sender can be influenced by several factors, for example, communication skills, attitude, knowledge, social system and culture.

Message: the materials that are sent to the receiver by the sender is known as a message. It can be in the form of text, video, voice, audio, or other media forms. However, a message can be affected by the type of contents and elements, treatment of sending, the structure of the channel and encoding-decoding system.

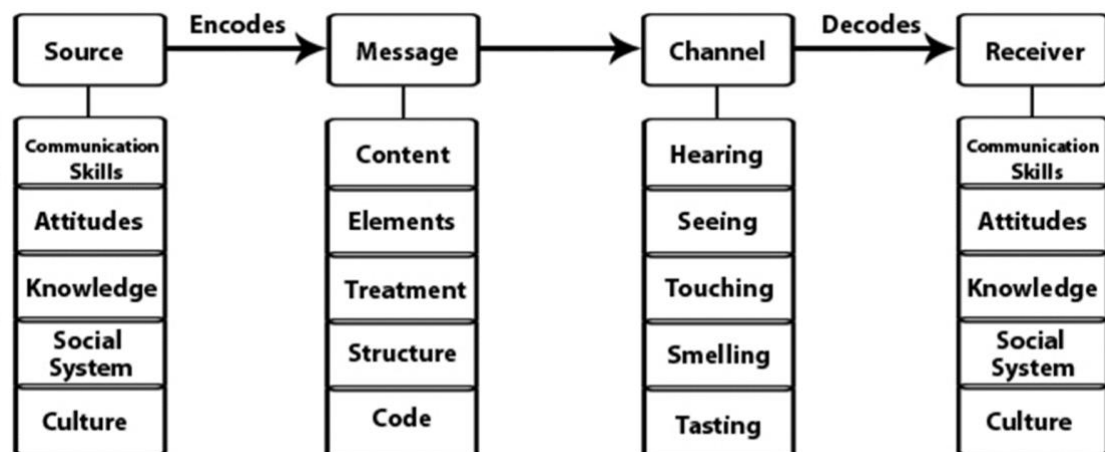


Figure 6 Berlo's Model of Communication

Source: Author

Channel: the machine or medium that is used by the sender to send the message to the receiver. A channel can be telephone, internet, etc. A channel can be affected by the five sense of human being. They are hearing, seeing, touching, smelling, tasting.

Receiver: the person who finally receives the message is known as the receiver. Berlo thinks that receiver can be affected by the same elements or factors that affect the sender too.

5.4 Justification about all the models

To justify this model, the pros and cons of these models are very important.

Model's Name	Pros	Cons
Shannon and Weaver Model	The model considers feedback as an important element of the communication process.	Without a verbal message, the sender can be sure that the receiver got the message.

	• It considers the possible noises in the channel.	• It easily allows too many chaos or noises to affect the communication process.
Schramm Model	• This model introduces a two-way communication system for both parties. • The model assumes that communication follows a cyclical manner. • It brings effective the concept of a field of experience in the communication channel.	• This model cannot be used in a complex level of communication. • Sent messages can be decoded differently than the expected manner
Berlo's Model	• The model focuses on all the affecting factors of the communication process. • This linear model is very simple to understand.	• This model has no element to give feedback • This model doesn't introduce the barriers of the communication cycle. • It ignores the existence of noise in the channel.

6. Practices of Communication at workplace

As an adviser to introduce team working in Toyota, the foremost duty is to make some stages to build the best-fit communication model of the company. The stages are followings:

Benefits of a team working: The Company need to understand the team benefits. Because communication model will be established based on team. Fostering creativity and learning new things is the most common type of benefits (All the benefits team workingf, 2018). Moreover, building trust and goal-oriented kinds of stuff are also the pros of a team working.

Stages of team development: there are four stages for developing a team. They are; forming, storming, norming and performing. Forming is the first stage where teams are

introduced. In the storming stage, the weight of team working is being measured. In the stage of norming, people in the group will be seeing to getting the results of a team working. In the last stage, group people will be motivated and confident to get the targets.

Team roles and managing conflict: In this step, the roles of different teams should be defined. But there must be some common roles from each team for example, well communicating, co-ordinating etc. In teamwork, conflict is very simple to happen. There are many models for managing conflicts in a team. The company can use them to resolve conflicts.

Successful team development: building a successful team is like making a successful business. There are some hacks to build a successful team. They are; making plan and map, having scoreboard, introducing rules of work and behave, making a best-fit communication channel, using several theories to expand the effectivity and efficiency of the team.

Conclusion

So far, the prominence of communication and the advantages of an effective communication system has been discussed. Besides, verbal and non-verbal communication, different three theories of communication models are also showed. In the end, the application of communication in the real business corporation has been presented. Communication may be a very simple word for the day to day life but its importance and influence in any type of organisation is beyond description. So, choosing the best-suited model for a specific organisation is very important.

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