



Module Title: Effective Team Working and communication.

Module code: BMSW 4002 ETW 1

Student name: Jesica Alonso Beltran

Student ID: 1909628

Table of content

INTRODUCTION

This report will be analyzed how important is to have an effective communication between individuals, the importance of effective communication skill at the workplace also this report explain the different types of communication, different models with some exaples. In this report I will be talking about some personal experiences that I had at my workplace that reflects how communication can affect.

What is communication?

Communication is defined as the action of creating sense by sending and receiving verbal and non-verbal sign and symbols. (Frank E. X. Dance and Carl Larson) Communication is the way to exchange information between two or more people. Communication's aim is to receive or transmitting a message, different opinions or information.

As humans we can find communication everywhere we go, for example in our work environment we need communication between employees or managers to know what we have to do to carry out our work. Another way in which we can find communication is in our places of study such as schools, colleges or Universities.

For me communication is the most important, being able to communicate effectively is the most important in our society.

On the beginning of the course, the teacher gave us a paper that contained a self-assessment where the score of the responses were evaluated on different scales from 1 to 5, each of us in class responded in a genuine way to acknowledge the state of our communication.

There are two different styles of communication:

Verbal communication

Verbal communication is determined as the way to communicate spoken where the message or the information transmitted is verbal like spoken words are used such as face –to face conversations, videos ,radio... these are examples that we can found in our daily life but also we can found verbal communication at the workplace some examples are interviews, counselling helping college, meetings and conference (Wenbin Nah,2008) In addition to this other ways of verbal communication can be written such as letters, emails, reports and notes.

Non-verbal communication

According to McConnell (2003) non-verbal communication is a behavior, conduct, action that a person uses where a person doesn't use a word or language to pass the message. In this method spoken words are exchanged for attitudes, gestures postures and body language. On verbal communication consist is not talking with any words, some of the examples of non-verbal communication are facial expression....

Communication is a process where involve more than one person, it is a continuous flow of information. Communication process involves sender, message and receiver these helps with the process of communication.

Sender: The sender is the person who creates or elaborates the message, the sender might be a speaker, a writer pictures.

Message: A message is the element that is the transfer from one individual to another, the message is the information that the sender sends and the message is transported by words or symbols.

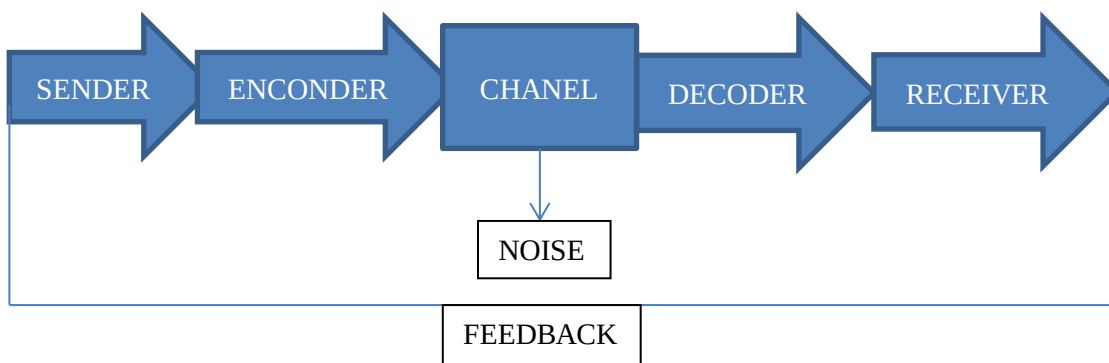
Receiver: The receiver is the individual who received the information and the person who listen, read or observer the message.

One example:

We can find one example of these in my university, for example like the sender would be my teacher, the message is the task that my teacher is telling to me and the rest of the students and the receiver would be me and the rest of the student or the audience that is listening to him.

Model of communications

Shannon weaver



This model is created to elaborate the communication between sender and receiver but this model shows the factor which affects the communication process which is called "Noise"

Sender: They are the person or object or thing who keeps starting with the message.

Encoder: This is the machine or person that transforms the idea into signs that can be sent from the sender to receiver.

Channel: It is a type of media that infrastructure that obtains the information from the sender and convey through to decoder and receiver.

Noise: Noise disrupts the message as long as in on the way from the sender and receiver

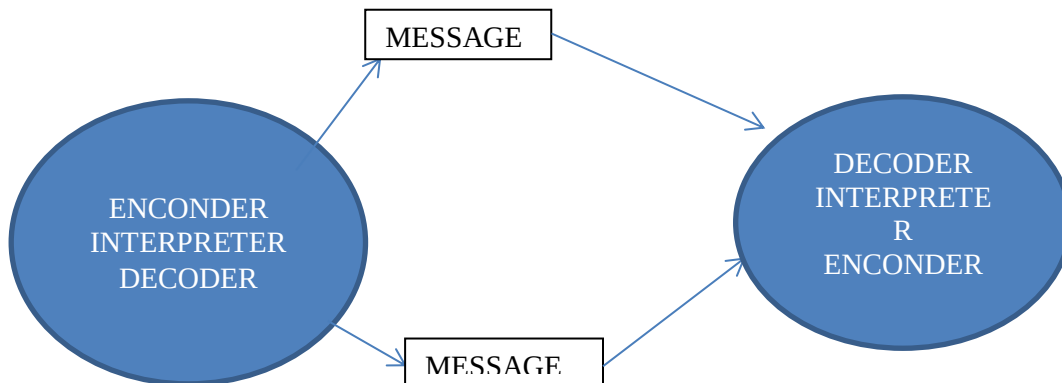
Decoder: This person or object is in charge of unlocking the contents that has been transmitted.

Receiver: this is the last step where the person obtains the message clearly depending of the noise.

Example:

One day my manager (sender) call me by phone (channel) to let me know at the last minute that my work schedule for the next day had changed but this happened on a day when it was raining very had (noise) and because of the sound of the rain I (receiver) didn't hear properly and the message did not arrive very clear and because of this I was late next day (feedback).

Schramm



This model is characterized as two way of communication between sender and receiver, this model described communication as a circular.

Sender (Encoder) This individual sends the message

Receiver (Encoder) this is the individual who receives the message

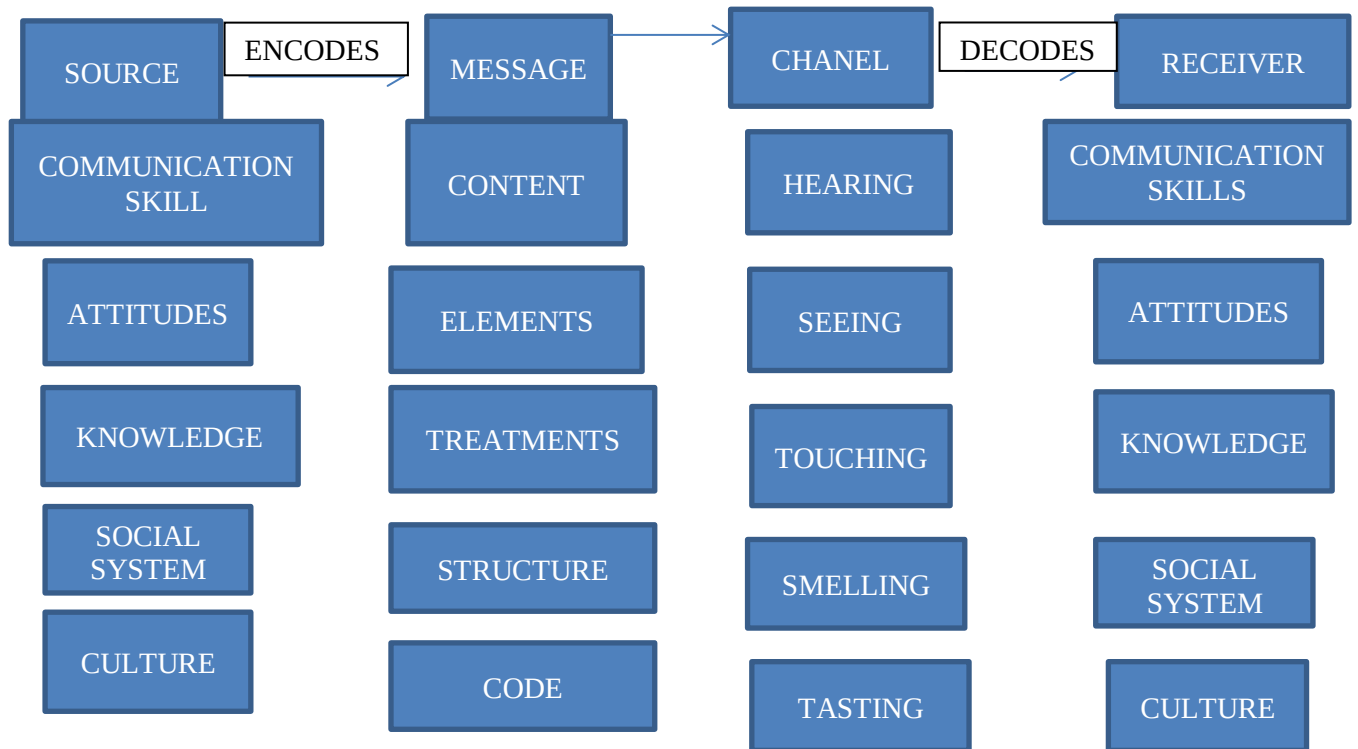
Interpreter: person trying to understand the message

Semantic barrier: beliefs backgrounds that influence sender and receiver to interpret their message

Example:

When I was hired for my job, I remember using this method in the interview I had because I was extremely nervous in the begging I remember to say 'yes' to everything that my manager asked me, until my manager found it that I was extremely nervous and my responses where the same.

Berol's SMCR



Source: it is explain as the origin of the message.

Communication skills: Is the ability to communicate effective with others

Attitudes: This is the way of behavior towards the audience

Knowledge: Is the information acquired through the communication message. This is important because the individuals need to know what is communicating.

Note: It refers to the knowledge of the message that the person is communicating.

Social system: this means the society, the beliefs, the culture.

Culture: this is the way of social behavior, different way of life or religion.

Encoder: the sender of the information or message

Content: The topic of the message from beginning to the end.

Elements: this is the language, gestures, body language

Treatment: this is the way the message is transferring

Structure: this means how message is organized into various parts.

Code: this means the way the message is elaborated maybe by body language, music, gestures...

Channel: it means the five sense organs: hearing, seeing, touching, smelling, tasting

Hearing: the use of ears to get the message.

Seeing: the uses of the eyes to watch what is coming

Touching: the sense of touching can be used as well to identify the message

Smelling: the uses of the nose can be used to smell the message.

Tasting: the act of taste the message

Decoder: the person who receives the message

Receiver: the receiver needs to think all the components of the source.

Written communication

Written communication means is the way to send the message (information) though the written symbols such us emails, letters, postcards, text messages....

Anytime and individual writes a message that will be send to a person to read and interpreter ,these individuals are using written communication.

Written communication can be classified as a formal or informal communication.

Formal communication: Is the professional way of writing according to the area of work or role that the individual occupies, the individual has to be attentive and know what audience he is referring to in order to keep in mind what professional vocabulary he should use. Examples of informal communication: Speech, conference, presentation, manager emails contract, documents, property leases...

In the first term our teacher taught us how to make a formal letter step by step, where she showed us what should go and what not and she also showed us the differences between a formal and informal letter. We learned that a the first thing we need to know for write a letter is the layout like write first the address on the top-right side of the page, the date and on the left side we need to write the address of the recipient of the letter, after this we need to start always with 'Dear 'and on the end of the letter we need to signing of.

I remember in class our teacher told us to write an appropriate formal email with the specific structure that she taught us during class, she showed as some examples and our task was to write a formal email to our manager explaining certain disagreed things.

Informal communication: Is the natural way for people to communicate in their daily activities it is the casual communication between friends, coworkers in the workplace also informal communication does not use the formal methods or structure in a company. Some examples we can find is text message to friend, birthday card, grocery list.

Effective communication in the workplace

This is the way of exchanging information, ideas and thoughts in the best possible way, where the message is clear and reaches the recipient correctly, some essentials characteristics of effective communication are:

Clear message:the mes

Conclusion

Well in conclusion to everything written and represented in this report. I would say that I have learned how important is communication for humans no matter the age, no matter which job that person have no matter the gender...every individual needs communication .In addition to this, this report teach me some communication model that are very used in life also I have learned about verbal communication and nonverbal communication that can be used at the workplace or at home.

Referencing

Betten Ann. Academy of Management Journal, Vol 15, No 3

Frank E. X Dance and Carl E. Larson, The functions of Communication: A theoretical Approach (New York, NY: Holt, Reinhart and Winston, 1976) 23.

Lee, D and Hatesolh, D. (nd) *Listening our most used communication skill*. Retrieved from <http://extension.missouri.edu/p/CM150>

MConwell, P.B (2003) Beginning Family Dog training. Dog's Best Friend Ltd. Black Earth.

Mindtools.com. Communication Skills Articles, various. Retrieved May 1, 2010. <http://www.mindtools.com/page8.html>

Wenbin, N (2008). The advantages and disadvantages of written and spoken. Communication. New York. The McGraw Hill.

A GUIDE TO WRITING A BUSINESS PLAN

No. 4

April 2007

Introduction

Formulating a business plan is one of the most important tasks when starting up a new business. It will help you set targets, outline all your ideas, plan for the future of your enterprise, and verify that your idea for a business is realistic and workable. The business plan is an essential tool in attaining funding to get started. It is a dynamic document that should be reviewed regularly in order to monitor and measure the performance of your business.

This fact-sheet describes what a business plan should include, how you should go about writing one and what you will achieve by doing so. It includes links and tips as well as sources of further information. It is aimed particularly at start-up businesses that need to raise funding, but the principles stated are equally valid for established businesses looking to grow.

The benefits of writing a business plan

The business plan is primarily for you and your business partners and it can help you to:

- Bring together your ideas and research into a structured format.
- Decide whether or when your business will be commercially viable.
- Clarify your business purpose to yourself and communicate it to any partners or staff.
- Predict future expenses and profits and address them before they threaten the success of your business.
- Set out the strategy for your business, and particularly your marketing strategy.
- Set targets and objectives, including sales and financial targets, so you can monitor your business' performance on an ongoing basis.

How to approach the plan

If you are also hoping to use your business plan to convince an investor to support your business, it is crucial to understand their agenda and address it in the plan so you can be certain of meeting their particular objectives.

You will need to read carefully any literature that the funding body you are approaching has published so you can identify their objectives and demonstrate in the business plan how you can meet them.

For example, an arts organisation that provides grant funding might have an interest which is to increase the accessibility of the arts to the general public. If you can show that the target could be met by them, funding or equipment are the same amounts as you put in for financial forecasts - at first, these will not be up and so the business plan loses credibility.

You need to make your plan stand out from the rest, so make it easy to read, comprehensive yet concise and ensure there is no contradiction. For instance, check that the figures you include in the plan for expenditure on equipment are the same amounts as you put in for financial forecasts - at first, these will not be up and so the business plan loses credibility.

Identify as early as possible what your external audience wants to know about you and your business. If you state the assumptions you

have made in reaching your conclusions (the market research results that led you to your calculated sales forecasts, or why you have chosen to locate your business in a particular place, for example) the investor will not be left guessing as to your intentions or that you haven't addressed certain key issues. Be honest, clear and transparent. Remember that the plan needs to be realistic and yet convince investors that the business can be successful. This means they will want to see evidence to back up any claims you make, and the plan will need to show that (at least in the medium-term) the business will be able to support you and any borrowing requirements you may have.

What should be included in the plan?

Every business and situation will be different, but the headings below are useful. Shopping around to include in any business plan and will ensure you address the most important issues that a funding body may have.

Executive summary

This should be a brief summary of the rest of your plan and should be no more than two pages long. It is the first thing that an investor will read and so it must be well written, should excite the reader and read aloud out from the many other business plans an investor or lender will receive.

There are two key ingredients that investors will be looking for in your executive summary:

What is it that makes your business idea, product, service or approach to your market unique or original, and gives you an edge over similar businesses and products?

What experience you and your team have in your target market, or in the line of business, that will give a lender the confidence that you are capable of making it succeed?

How have you demonstrated, or at least illustrated, that your business is going to stick up financially, and will be viable and profitable?

How and when the lender will get their money back, in the investor will achieve at least with an attractive return when you eventually sell the business or buy back their shares.

You should also include in the executive summary:

Details of the business name, its aims and address.

Details of the products and services you are going to sell.

A summary of your target market and competition.

The amount of finance needed, for what purpose and over what term.

Table of contents

Include a table of contents listing the main sections and page numbers in the plan. It is difficult to find key information among a mass of text that has no logical order: the person reviewing the business plan will be frustrated, and so less likely to consider the plan properly.

Aims, objectives and vision

For most people, the aim of starting up in business is to provide a degree of independence and the opportunity to generate a reasonable income. However, investors will want to know what really motivates you, and will be important to consider the following types of question

Why are you going into business and what do you want out of it?

Will the business supplement your main income or replace it?

Are you starting the business as an investment, to sell as soon as you can?

Will your business provide jobs for family members?

The answers to questions like these will have an impact on your business' aims, development and strategy. For example, if you are planning to start the business as an investment opportunity, the focus of your strategy must therefore focus on building your business quickly and generating value for the investor as early as possible. If you want your business to be a family project, try to establish this as soon as possible, how you will start to move your business towards that point.

Defining your business vision will help you identify clear and challenging objectives, and determine how you will achieve them. These goals should be your venture evolves.

Business description and purpose

What exactly will your business do? Be as specific as possible about the type of business you are starting. If you are going to open a restaurant, for example, will it be a family restaurant serving good quality food and drink in a comfortable and friendly environment? Or will it be more formal, serving gourmet dishes to discerning customers in an intimate setting?

How will your products and services differ from those offered by your competitors? Why should customers want to come to you and how will you differentiate your business to make it successful?

When describing your business, think of it in terms of writing a mission statement. This statement should clearly summarise the purpose of your business, and should be easily understood by you, your staff, your customers and your potential investors.

If you cannot describe your business in these specific terms, you should rethink your business idea, focusing on your business core purpose, target audience and mission.

Legal issues and finance

What legal issues will your business have? Are you intending to be a sole trader, a partnership or a limited company? These decisions will affect your tax liability and determine when you will pay tax, and hence will have an impact on your cash flow. Investors may also be concerned about the legal status of the business and the impact on liability, and you need to be sure that you have chosen the most appropriate legal status to meet your future needs.

Do you need any licences before you can start trading? If so, you need to show you are aware of what you need to apply for and that you are taking steps to do so. If food businesses, children's businesses and businesses that involve animals, among others, need to obtain licences from their local authority.

If you intend to work from home, you may need to obtain planning permission or building regulations approval, and evidence you have obtained the necessary licences should be provided in the plan, together with details of any necessary permissions from your landlord or building society.

Management positions

How will you manage your business? Getting organised will make your business more efficient and ultimately profitable. Even if you are the only person involved, it is still worth building up your key skills, responsibilities and management positions at the stage. You need to consider the following key areas:

- Marketing and sales.
- Finance.
- Recruitment and HR.
- Product development.
- General management.
- Administration.

You will also need to set out how you plan to monitor your business' performance against objectives and targets, and to co-ordinate the roles of any key staff.

Market situation - Market Analysis

Where is your market located? To earn enough revenue, your business must be able to achieve a share of the market potential. You will need to have a thorough understanding of your target market to do this, including its size and the share you can realistically achieve. The market share you have to achieve will be influenced by:

The overall size of the market.

Market trends - find out what influences your target market now and how you can take advantage of this.

You also need to research the market situation in relation to your potential customers and your competitors and consider your competitors.

Target customers - describe who your target customers are and how many of them there are, and justify your estimate of the market share you aim to get.

Who will your target customers be now and in the next 12 months? Define the characteristics of the target groups of customers that could buy from your business. To do this, think about the types of people or businesses likely to benefit from using your product or service, and any they would use from. Think about the benefits your customers are looking for and then think about the features your product or service offers - do your features provide the desired benefits?

Build up a picture of your target customers. For individuals, describe them in terms of characteristics such as age, gender, income, location, lifestyle and marital status. For businesses, consider the location, numbers of employees, public or private sector, industry type and turnover.

Research how many customers there are in your target group, how much they spend and how often they buy. Identify trends that tell you whether this group is growing or shrinking.

Competitor - list your competitors and describe their products or services. How do you think your product will be different. Who are your competitors? Competitors may be the same (direct competitors) or similar (indirect competitors) business as you. The level and strength of competition in a market indicates how difficult it will be to gain enough share of that market.

However, it is not simply the number of competitors that you should be concerned about, you should also analyse the following aspects of each competitor's business:

Their products. Do your competitors provide something you don't, or can you provide something they don't?

Their customers. Are your competitors targeting the same customer segments as you? Do you have the same target market?

Their share of the market. How large is it, and could you take some of it?

Their strategies for growing, marketing themselves, and pricing their products and services. Can you learn from how they conduct their businesses, or can you do it better?

Their strengths and weaknesses. How much stock do your competitors hold? Do they offer additional benefits such as free delivery? What after-sales service do they provide?

Their future plans. Are they planning to move into new products? What direction is their product development heading in?

Provide information about any market research you have carried out as evidence to back up your claims and business assumptions. You can include copies of reports or other market information in the appendix to your plan. See BP 155, An Introduction to Researching a Market for Business Start-ups for more details.

Marketing strategy

How many customers do you hope will buy from you, and by what? Once you have developed a clear understanding of your market in terms of size, location, groups of potential customers and their profile, competitors, trends and influencing factors, it's easier to define your

Cobweb

INFORMATION

No. 004

Page 2 of 4

April 2007

A GUIDE TO WRITING A BUSINESS PLAN

No. 004

April 2007

Communication Skills – Self Assessment					
Statements	Please tick the box under the score which you feel best describes you				
	Exactly Like me	Very like me	Somewhat like me	A little like me	Not like me at all
	5	4	3	2	1
1. I am open minded and am willing to change my viewpoint based on the valid opinion of others	☒				
2. I prepare for all communications and think things through before I speak	☒				
3. I always tailor my message to suit the person(s) I am talking to		☒			
4. I find it easy to listen to what other people have to say without interrupting	☒				
5. I am good at making eye contact with people when I am talking to them	☒				
6. I am not intimidated by situations where I must communicate with difficult employees		☒			
7. I am confident when I talk to people and speak clearly without mumbling		☒			
8. I am good at getting my point across in a clear, concise manner without waffling	☒				
9. I find it easy to concentrate on what others are saying and don't lose my focus	☒				
10. I don't start planning my response whilst the other person is talking		☒			
11. I don't think that my opinion is the most important in the room	☒				
12. I only speak up if I have something valuable to contribute to the conversation and I avoid talking just for the sake of it	☒				
13. I make a conscious effort to match my body language to the message I want to convey		☒			
14. I am good at reading the body language of others	☒				
15. I can keep my cool when talking to other people even if I feel angry about what they say	☒				
16. When other people in the group are quiet, I encourage them to contribute			☒		
17. I don't shout and point at people when we have a heated conversation		☒			
18. When group discussions get heated, I am good at keeping everyone calm and on the point		☒			
19. I feel comfortable holding meetings		☒			
20. I am good at summarising the key points of conversations which I have with people		☒			
Column Score (number of ticks x rating)					
Overall Total (five column scores added)					
Result: 76 - 100 : You seem to have good communication skills 51 - 75 : There is a good foundation there 26 - 50 : You have a lot of work to do to develop your communication skills 0 - 25 : Did you score it correctly? On a separate sheet of paper, summarise your strengths and areas for improvement with regard to your ability to communicate. Look particularly at your lower scoring answers and this will give you some indication as to what aspects of communication you need to focus on.					

Executive Summary

AGENCY: TWINTING BUSINESS PLAN

No. 504

April 2017

Financial Plan

Company Profile

Business Overview

Market Analysis

Marketing Strategy

Financial Projections

Risk Assessment

Conclusion

AGENCY: TWINTING BUSINESS PLAN

No. 504

April 2017

Financial Plan

Company Profile

Business Overview

Market Analysis

Marketing Strategy

Financial Projections

Risk Assessment

Conclusion

AGENCY: TWINTING BUSINESS PLAN

No. 504

April 2017

Financial Plan

Company Profile

Business Overview

Market Analysis

Marketing Strategy

Financial Projections

Risk Assessment

Conclusion