

**Effective Team Working and
Communication
(BMSK4002_LON)**

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Effective team working and communication

The theme of the media revolution encompasses several sub-themes that in turn are associated with our subject of study being this Communication. First, it is important to mention that the life of man is based on the power of communicating with others, that is how, on the one hand, we get to know something, a thought or a fact and on the other hand to learn something. Communication involves everything from the simplest gesture to the Internet.

This paper aims to describe this whole process and show how communication has evolved over time. Thus, we intend to present the means of communication that exist; types of communication; the current media and the importance of this subject. A common point for professionals with excellent interpersonal relationships lies in their great ability to communicate, to know how to sell ideas and to listen to people. They make communication a powerful link of interaction and empowerment with the group and get excellent results in any business, communication skills are essential. Being able to share information verbally and in writing is an integral part of any position. One of the most common problems encountered in companies is the difficulty of improving communication and employee involvement. And this is also a constant complaint from the employees: the lack of voice or opportunity to give their opinion.

But establishing a dialogue and having effective communication is not a task that develops overnight. For a company to be able to improve this communication, some measures are critical.

Interactions build trust, understanding, body language change of emotions... all this thing can only be sense in person also listening its important when we are face to face

1. How can the company encourage interaction and involvement?

Improving internal communication and involving employees is to allow interaction. It is important that the employee feel that his or her opinion is relevant to the company and that he / she can and should participate in the decisions that relate to his area. At this point, the company needs to be careful not to discriminate against positions such as trainees or cleaning staff. Accepting suggestions and pondering the questions based on what employees have to say before making a decision shows that the company cares about their team and encourages more and more interaction among all.

1.1 Encourage dialogue: only the suggestion box is not enough

It is no use for the company to allow the employee to speak out if he does not encourage and provide means for such a practice. It is common for the employee, especially in the first few months of work, not to feel at ease to give suggestions or talk about some displeasure. Therefore, it is fundamental that the company has a channel to receive this type of information.

1.2 Provide moments of relaxation

In addition to involving employees in professional matters, it is also interesting that the company provides moments of relaxation, in which everyone can interact and talk about the subject outside of work.

1.3 Strategic internal communication

For effective internal communication, we must go beyond common practice, such as announcing a new goal or celebrating a special date. Efforts need to be directed toward communication actions that really make sense and that will change the way teams view their roles and work environment.

1.4 Communication as motivation

The lack of internal communication is one of the 15 things most people hate at work. This means that employees are open to talking to the company and become frustrated when dialogue situations do not happen.

2. What teams expect to see in effective internal communication

- Clear communication of the company's short-, medium- and long-term goals;

- Explanation of internal processes;
- Information on company culture;
- Exposure of the company's ethical values;
- Recognition of successful teams and professionals;
- Celebrating positive results.

When communication with employees is based on transparency and respect, it is easier to gain the motivation and trust of the teams, ensuring an essential partnership for everyone to achieve their goals.

3. Leadership as a communication channel

A study by the International Association of Business Communications (IABC) found that 55 percent of employees build their image of the company they work in through their relationship with the immediate leader.

This is just one piece of data that gives leadership the title of chief ambassador of effective internal communication. The leader is viewed by others as a practical example of the company's culture and, therefore, is a very important motivational tool.

Leadership should serve as an example, and must inspire teams to seek more open dialogues that enhance the internal climate, increase sense of unity, and reinforce team motivation.

4. Best practices for effective internal communication

Internal communication is so important that it is not uncommon for employees to prioritize it instead of other benefits such as food stamps and discounts at gyms.

a) Building a strategic plan

More than knowing where to get, we need to know how to get there. Good planning of internal communication structuring in the company is indispensable so that the expected results are achieved with precision and efficiency.

b) Investing in the available channels of communication

Whether through electronic communications via e-mail or printed newspapers and magazines, the important thing is that your communication strategy is aligned with the company's business strategies.

c) Empower Leadership

If the company leadership does not have open communication as a natural ability, it has to be developed. Leaders need to be confident enough to see themselves as the bridge that bridges the gap between employees and the company.

d) Open dialog spaces

Effective internal communication is one that also knows how to listen. Investing in an ombudsman channel, which can be an email address or even a suggestion box, ensures that teams have an open channel for constructive criticism

e) Promoting transparency

Regardless of the channel or purpose of the communication, transparency should always be in the first place. It's no use investing in motivational action if, sooner or later, employees find out that it was a lie.

f) How to align internal communication with company strategy

Internal communication is gaining more and more importance in the corporate universe insofar as allied to the company's strategy, it manages to bring significant professional gains. This is because it is a helpful tool in motivation and job satisfaction, resulting in improved performance and generating more profits for the company.

g) feedback

Feedback is one of the most common alignment methods within the corporate universe, and it is essential if the wishes and expectations of the company and teams are ever to be agreed upon. Encourage leaders to always provide good feedback and realize how employees will be more satisfied over time.

5. internal communication

- **Communicating is more than informing**

With small practices developed over time, companies will be able to optimize internal communication, make processes more transparent, improve their benchmarks in the market and thereby retain and attract new talent. A comfortable work environment, clear organizational culture, and frequent information alignment count more than good salaries when motivating teams. Effective internal communication is therefore essential to engaging and engaging employees in support of company strategies and results.

5.1 Communication vehicles

- Corporate TV
- Intranet
- Social networks
- Brochures
- Newspapers
- E-mail marketing
- Events

6. Team Building in Business - What It Is?

- Teamwork in business or teamwork is when a group or a society decides to create a collective effort to solve a problem.
- Teamwork in companies can also be described as a group or group of people who dedicate themselves to performing a task or determined work.
- Teamwork enables the exchange of knowledge and agility in achieving shared goals and objectives. In the society in which we live, teamwork in companies is very important because each needs the help of the other.
- Teamwork is when, in a group, people help each other, that is, work equally, do not fight, agree with each other, etc. ...

In business, teamwork is crucial to the achievement of the goals it outlines. John C. Maxwell in his book (Teamwork Makes the Dream Work) states that working together is important in all walks of life, be they personal or professional. If there is a goal established by the performance of a group of people, it is more likely that each person feels obliged to act accordingly and thus produce greater results.

Corporate teamwork has proved crucial not only in information technology, but also in almost all business areas, as technological developments have (positively) affected other areas, such as industry, transport, logistics, medicine, education, etc., disseminating and pulverizing knowledge in multiple areas of specialization.

The XXI century established the methodology of teamwork in companies as a final way to execute projects and means of production.

7. Teamwork in Business

Teamwork in business remains the definitive competitive advantage - precisely because it is so powerful and at the same time so rare, "says author Patrick Lencioni early in the book" The Challenges of Teams "by Editora Campus. Brian Clegg and Paul Birch, authors of "Teamwork - Motivate and Energize Your Team Already," by Quality mark, conclude by saying that "teamwork is supposed to combine the talents of individuals to generate something more than is possible with each individual taken separately ". There is no evidence to support the idea of bringing together individuals into groups in pursuit of a common goal, but it is well known that this conception of the team has existed for a long time, ever since the work process began. Teamwork in business, therefore, can be understood as a man-made strategy to improve work effectiveness and raise employee satisfaction

"Group is a set of people with common goals, usually come together by affinities. The respect and psychological benefits that members find, in general, produce results that are acceptable to good. However, this group is not a team. According to Carlos Basso, Managing Partner of Consulting CR Basso, every team is a group, but not every group is a team. Already, Team is a set of people with common goals acting in the fulfillment of specific goals. The team's formation should consider the individual competences necessary for the development of the activities and achievement of the goals.

8. Essential Skills for Teamwork in Business

Effective teams not only make a difference to increase productivity and achieve business goals, but also help maintain a healthy and positive work environment. When it is functional, teamwork in companies, on the one hand, improves employee motivation and, on the other, offers great opportunities for leadership. Interacting with others productively involves many important skills and habits. Among these skills is the ability to understand, monitor and use our emotions. Ignored feelings and emotions affect behaviors, hamper relationships, and nullify the results of multi-stakeholder initiatives that compromise work relationships. Known as soft skills, these interpersonal skills favor not only teamwork and the ability to aggregate value in a collaborative way, but also generate trust. Hard to get, easy to lose, trust is increasingly recognized not as an intangible virtue, but as one of the most important soft skills that interfere with retention, performance and productivity in organizations. In the book Trust Betrayal in the Workplace, the authors Dennis and Michelle Reina suggest that managers must fully understand the complex dynamics that involve the generation of trust, committing themselves to practices that support the construction of this intangible virtue with collaborators

Such practices include: managing expectations; set boundaries; appropriately delegate; encourage mutual support intentions; maintain agreements; behavior. Another powerful action to build trust in the team involves sharing information. When managers exchange ideas and enable staff to take responsibility for things, employees come to better understand the leader's position, behavior and decisions, increasing the level of mutual trust.

In the end, trusted leaders get many rewards: engaged employees, talent retention, positive organizational culture, and - most importantly - greater productivity and results.

9. Communication Media

a) Written communication

Being able to communicate clearly and concisely is an important skill for many reasons. The employee may need to prepare reports or prepare mailings.

Even communication with colleagues, clients and partners is often accomplished through email. It is therefore important to be able to convey the information succinctly and effectively. Examples of behavior include:

• Use concise, clear and appropriate language	• Clearly structure ideas	• Use grammar correctly
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b) Oral communication

Professionals should be able to communicate effectively when talking to people. Demonstrating the ability to communicate complex information to a non-technical audience is also valued by organizations. In any verbal communication the professional should always guarantee a speech with care and clarity so that it is easily understood. Examples of behavior include:

• Speak clearly and at a measured pace	• Maintain eye contact to keep listeners' attention
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c) Non-Verbal Communication

• Body Language	• Facial expression	• Posture	• Personal Appearance
• Touch	• Gestures	• Proximity	• Attentiveness

The above type of language without the use of words most of the time it's done unconsciously

10. Technological Channel types of Communication

Telephone	Virtual / Digital	Television	Cinematic
Advertising	Journalistic	Educational	Political
Sign	Sexual	Emotional	
Vertical	Horizontal		
Upward Downward			

Conclusion

No matter which industry you are a part of, or the people you deal with, you can only achieve success if you are willing to personally meet your colleagues and customers. No internet meeting will work better than a face-to-face meeting.

While offering multiple benefits, the digital environment puts one of the key elements of success in a relationship at risk; the face-to-face contact. Especially when it comes to building a bond with the potential customer, being face to face is critical. This is one of the advantages that offline marketing offers. The networking that a face-to-face event provides, for example, is powerful in generating business. Providing positive experiences to clients through personal contact can yield excellent results! The famous indications are still very valuable these days, and nothing replaces a good impression personally generated. Therefore, the best way to surprise the client and generate positive recommendations is still through physical contact.

PERSONAL ATTENTION CREATES UNFORGETTABLE EXPERIENCES FOR CUSTOMERS

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