

Effective Teamworking and Communication (LCLM4003_LON)

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COMMUNICATION FAILURES AT FLIGHT FOOD LTD



- **Overcoming Communication Barriers at Flight Foods Ltd**
- **An Analysis of Operational Breakdown**
- **Presented By**
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Presentation Overview

- **Context:** Analysis at Flight Foods Ltd operational crisis
- **Barrier:** Identifying five critical communication breakdowns (UWTSD, 2026).
- **Theory :** Applying Shannon- Weaver, Berlo and Schramm frameworks.
- **Solution:** Strategic recommendations for organizational change

CASE STUDY BACKGROUND

SLIDE CONTENT

- **The Business** : Medium-sized airline ready-meal Manufacturer
- **The Crisis**: Rapidly losing market share from massive customers complain
- **Operations** : Management forced immediate work without onboarding protocols

THE FIVE COMMUNICATION BARRIERS



1. **Environmental Noise:** Old , loud machines drowning out spoken words
2. **Language/Body Language ;** 40 Workers across 5 district language group
3. **Age/Generational:** Workforce span ages 16 to 60 creating cultural gaps.
4. **Cultural Standards:** Varying norms regarding workplace hierarchy and food practise
5. **Emotional:** High-stress “madhouse” environmental causing psychological defensiveness

SHANNON-WEAVER MODEL



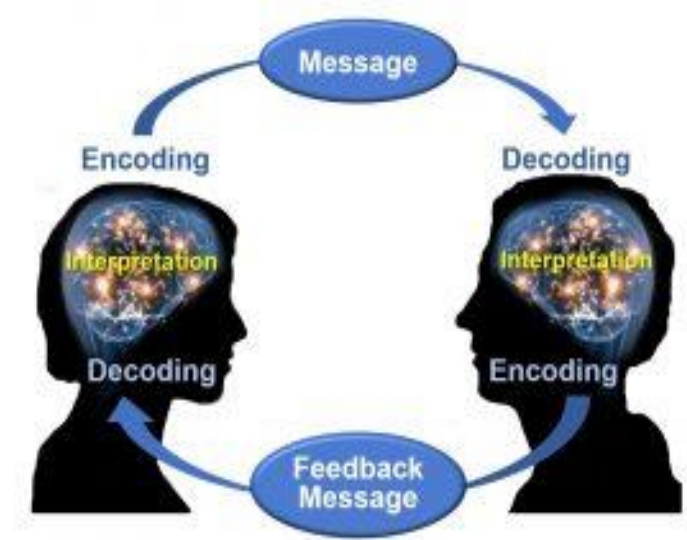
- **Source & Transmitter:** Manager Gary is the source. He formulates an instructional message regarding food safety or packaging. He transmits it verbally by shouting. (Shannon & Weaver, 1949)
- **Physical Noise :** Old, loud, chaotic machinery disrupting the acoustic signal channel. This is the most critical element. This noise degrades, distorts, and drowns out the acoustic signal before it even reaches the worker's ears.
- **The Receiver & Destination :** The 40 factory workers. Because of the noise, they only receive a highly fragmented, interrupted message.
- **Feedback Deficit :** In this linear model, effective feedback is broken. Gary is “running around in a madhouse”, meaning he does not stop to confirm if the message was accurately received, leaving the loop unclosed.

Berlo's Model



- **Communication Skills:** Garry, speak English with a specific London East dialect .(Berlo , D. K. 1960).
- **Receiver (Staff):** Speak 5 different languages with verry minimal English.
- **Code Mismatch:** Complex English Hygiene standards versus severe language barriers
- **Attitude Barrier:** Stressed manager versus rushed workforce.
- **Decoding Failure** : Rushed, untrained staff lack ability to process messages

SCHRAMM'S MODEL



- **Fields of Experience** : Missing overlap between Garry and international staff. Gary shouting instructions verbally. (Schramm, 1954).
- **Interpretation Error**: Naods of confusion are misinterpreted as agreement
- **Feedback Deficit**: Severe distortion in the interactive feedback process

Schramm, W. (1954). How communication works. In W. Schramm (Ed.), The process and effect of mass communication (pp.3-36).

RECOMMENDATION & SOLUTIONS



- **Engineering:** Install visual warning lights to bypass physical machine noise (Shannon & Weaver, 1949).
- **Training :** Implement multilingual , highly visual pictorial Standard Operating Procedure (Berlo, 1960).
- **Process:** Mandate interactive daily huddles with verbal comprehension loops (Schramm, 1954)

References

- **Berlo, D. K. (1960). The process of communication: An introduction to theory and practice. Holt, Rinehart and Winston**
- **Schramm, W. (1954). How communication works. In W. Schramm (Ed.) , The process and effects of mass communication (pp.3-26).**
- **Shannon, C. E., & Weaver, W.(1949). The mathematical theory of communication.**

