

Effective Team Work And Communication

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1. Introduction

Workplace communication refers to the transmission of information either between two individuals or a group inside the organisation. It comprises of emails, voicemails, text messages, notes, etc. This type of communication is vital for an organisation to operate smoothly and increase the job satisfaction of employees (Conrad, 2014). It also reduces the rate of absenteeism and rate of turnover. Studies have shown that when companies have an excellent communication system then they are able to retain the current employees following a layoff. In business the communication system allows for exchange of skills and certainties among remarkable components and business embarking on business ventures. It consists of different modes of there is a stress on verbal exchange.

This assignment will discuss the various aspects of communication skills and communication theories and apply it to one's personal workplace which is an ice-cream parlour called Scoop Troop. The assignment will also analyse the communication skills of the other employees and make recommendations accordingly.

2. Communication in ice-cream shop

2.1 Range of workplace communication skills

Communication in the workplace occurs in three different ways. At Scoop Troop the main communication skills employed among the workers are verbal, non-verbal, visual, and written communication. The verbal communication is the most common type of communication skill and it is used in day-to-day business functions, during phone calls, presentations, and while talking to one another (Linton *et al*, 2016). In order to make sure the verbal communication leaves for no room for miscommunication, the employees practice active listening when having a meeting or during one-on-one conversation. A strong and confident voice is employed while speaking so that the ideas are comprehended by others.

Non-verbal communication is application of body languages and gestures as well as facial expressions in order to convey information from person to person. For instance, a person might smile unintentionally when hearing an enjoyable or pleasing piece of information or idea. Nonverbal communication is very useful when one person is trying to understand the feelings and thoughts of another person. If one employee is displaying body languages that are closed such as hunched shoulders or crossed legs and legs then it means they can be feeling nervous, anxious, or angry (Burgoon *et al*, 2016).

Written communication is used in the ice-cream shop to convey information or record information and is done through emails, pamphlets, logbooks, memos, and letters and so on (Skovholt *et al*, 2014). Visual communication is done through use of art, sketches, drawings, photographs, and graphs in order to convey information. This has been implemented keeping in mind that the different employees have different learning styles and for them visual communication helps in better consumption of information and ideas.

For Scoop Troop to run smoothly it is important to have a good team of employees who share good team dynamics. In order to have an efficient teamwork, good communication is required. The team at the ice-cream parlour is able to utilise communication skills which improves the productivity. To make sure that every employee is able to understand the conveyed information, the communication skills are used in a clear, simple, and precise manner. When vital information is being presented such as the monthly or quarterly sales made then visual communication is applied to ease the level of understanding. The process of communication is also simplified through the presence of trust. Coworkers communicate with one another in a respectful manner and it has led to a tension-free environment. In order to maintain healthy relationship among workers in the ice-cream parlour, behaviours such as taking credit for another person's work and bullying is not tolerated. The company policy was communicated verbally as well as in written methods. Adequate importance is also provided for questions, discussion, and clarifications.

2.2 Applying communication theories in workplace

When organisational employees comply with the rules and regulations then it makes the organisational system comfortable and ideal for everyone. Scoop Troop has wisely selected the channels of communication as it helps in formation of a culture. It is through the utilization of various traditional approaches that one comes to know about various ways of communication theories. Such approaches are known as communication theories. Some of the communication theory practices in the ice-cream shop are Shannon and Weaver Model and Laswell's mode of communication.

Shanon and Weaver Model

This model of communication came out in 1948 and is known as “mother of all models.” The model has the following concepts of sender, encoder, channel, decoder, receiver and noise. Sender is the one making the messages, selecting the channel, and sending the message. The encoder is the message transmitter, channel refers to the medium of sending messages, decoder is the machine that converts signals into messages or it can be the receiver who translates messages from signals, receiver is the one getting the message and the receiver offers feedback with regards to message (McQuail and Windahl, 2015). Noise can be any physical disturbance such as people, environment, etc that does not let the message reach the receiver.

The communication model states that the message gets encoded by the sender and sent to the receiver via some technological channel such as telephone. The message is converted by the sender into codes that the machine can understand. The messages get sent in the form of a code via a medium. The message then has to be decoded by the receiver before they understand and interpret it. In certain cases the receptor machines acts as the decoder. There can be noise in the channel and the receiver might be without any capacity to decode the message which can then create problems in the process of communication (Rogers and Valente, 2017). For instance when this model is applied within the ice-cream parlour, then the brain is often the sender, mouth of one employee is the encoder that encodes message in a particular language, the channel can be the air, a customer’s ear can be the receptor and their brain can be decoder as well as receiver. In a similar fashion, the channel is the air, and the noise inside the shop that disturbs the customer is the noise and their response acts as the feedback. Initially the model only had five components and noise was later on added.

Laswell's mode of communication

This model of communication was developed in 1948b by communication theorist Harold D. Lasswell and is also known as linear model, action model, or one way communication model. This communication model is comprised of 5 components and is utilised as analysis tool to aid in evaluation of communication process along with the components (Sapienza *et al*, 2015). The questions that need to be asked for getting answers are what the components are made of. Such components continue the process of communication. The questions are:

- Who
- Say what
- In Which Channel
- To Whom
- With what effect?

Lasswell's model states that messages flow within a society that is multicultural and among multiple audiences. The message flows through multiple channels. The positive aspect of using this model in the workplace is that is suitable for all kinds of communication, it is easy, and has concept of effect. At the same there is no mentioning of feedback and in a workplace feedback is what helps in improving the services and building a collaborative team (Brønn, 2014).

2.3 Analysis

The ice-cream shop I work at has adopted an effective mode of communication be it with the customer or other employees. Applying the Laswell's model of communication the orders from the customers are noted by one employee who writes it in on a note pad and hands it to the scooper. The order is also communicated verbally to make sure that the correct order will be served to the customer. Since I am the scooper at the ice-cream place, I scoop the ice-creams needed by the customer and hand it to another employee whose job is to serve the customers. The cashier takes the money and provides the receipt to the customer once they place an order. Carrying out such tasks requires proper communication which can be achieved by the utilising the communication skills. Open meetings are conducted order to communicate to the team what one feels, emails are also sent to the employees regularly appraising them of recent development, simple words and visuals are used in communicating at times. The ice-cream shop had an employee whose job was to clean the tables after the customers left. He had English as his second language. It was difficult to communicate to him effectively all the time so the employees started using concise and simple words without the use of any filler words. At times visual communication was selected while talking to the employee (Sless, 2019).

Communication skill in the workplace has helped in mitigating the conflict among the members. There have been instances where conflict arose due to one of the employees not being able to understand each other due to varying communication process. Sometimes they were feeling that their emotional needs were not being disregarded. Due to better communicating teams, the

groundwork for expression and understanding of each other needs were laid and it helped in increasing the engagement and performance of those employees. Effective communication skills have also helped in bettering the shop's relationship with its clients. With ice-cream shops opening almost everywhere, having competitive advantage helps (Adler *et al*, 2016). Customers at Scoop Troops are offered free samples before they can select the ice-cream flavor. Besides talk to them amicably, the employees maintains eye-contact, and appropriate body expressions such as putting on a smile. All these are part of paralinguistic communication to improve client interaction. This is what differentiates a satisfied customer from a disgruntled one. Since the employees at ice-cream parlour have been trained to communicate effectively, resolving and mitigating conflict has become easier, the needs of the employees and customers are taken into account, the customers feel they are understood, and whenever new information is presented it is done in a manner that will make the clients and employees receptive of it. Proper communication has also made it possible to inform the production operator what kind of flavours is required.

Effective verbal communication skills has resulted in talented and productive workforce and helped in better understanding of skills and talents of the team (Brønn, 2014). For instance, when I had to call in sick one day, another employee who was previously tasked with providing ice-cream samples to the customers communicated to the shop manager that she knew how to scoop ice-creams. This made it easy to get a replacement within short notice. The employees have been able to create a safe work space due to proper communication process.

The theories of communication also help in finding out what the source of ineffective communication is. For example, a part-time employee at the shop was messing up orders of the customers and often missed noting down certain orders which left the customers displeased with the service. This change in the employee was noticed by everyone as he used to be efficient at his work. It was through one-on-one conversation that we found out the employee had recently lost his mother and was finding it hard to concentrate in work. According to Shanon and Weaver's model, it can be seen that the noise in the communication process was death of family

member as it affected the flow of communication. The shop manager advised the employee to take few days off work.

3. Conclusion

It can be concluded from the assignment that effective communication is needed in workplace regardless of the size and scope. Workplace communication is a significant aspect for companies and employers as it allows them to operate in an effective manner and be productive. Employees are able to enhance their morale, be productive, increase commitment and have the ability to communicate both ways in the communication chain existing within the organisation.

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