

Farida Ali (1815269)

Effective Team working and communication

BMSW 4002

Eric Osei



Contents Page

Introduction.....	3
Executive Summary.....	4
Main body.....	5-10
Conclusion.....	11
References.....	12

Introduction

This report is based on communication in the workplace. It will be explaining how Sarah Davis can maintain effective teamwork and communication in the organisation. This report will be based on 4 main points. The report will explain how Sarah can overcome communication barriers at her workplace so her business can stay successful. The report will mention Shannon Weaver, Berlo and Schramm's, interactive model and methods to outcome a better environment for her employers to work in. Not forgetting an increase in the organisation which means a happy business and successfully business, money coming into any business in the right way makes a business successful.

Executive Summary

This report will be analysing and discussing how communication is taken up at work and how it is passed on to others and in what category it is used. Concentrating on four main points and outlining them in detail and explaining them as clearly as possible. Here are a few models and an explanation of what Sarah can follow for a better business and for a friendly environment for the staff to work in. By following these steps, it will make a great improvement on her business and her staff will find it easy to follow and work with their co-workers. These will make it as simple as possible so staff find an easy guide to follow and organise the workplace into a better place to work in especially if you have a good understanding and listen to each other and treat all workers the same and balance equal.

Main body

Workplace communication is very important to companies because it allows companies to be productive and operate **effectively**. Employees can experience an increase in morale, productivity and commitment if they are able to **communicate** up and down the **communication** chain in an organization.

According to Shannon Weaver there are three levels of problems of communication:

Technical problems-how a channel causes a problem

Semantic problem –which mean message sent and received very different

Effectiveness problem –How effectively does the message cause reaction

Communication is an essential implement in maintaining a successful working environment. Communication is recommended so any disagreements or issues throughout the company can be resolved efficiently to avoid future problems for the business. Concept of noise helps in making the communication effective by basically moving the noise, whether it's a machine or equipment, to an alternative location. Noise is a physical disturbance like environment, people, which does not let the message get to the receiver as what is sent. The communication is a two-way process which makes the model applicable in general communication. This is also taken as quantifiable in Shannon Weaver model. (in text cite ref)

According to (Michael Page, 1976) there are five key reasons as to why communications play a big role in a business running victoriously.

Team Building –For a team to run successfully it all about how well they communicate with one another. If they do not communicate well the team will not be able to work together.

Gives everyone a voice- If all employees communicate well it gives all of them a say without being interrupted, which then is less likely for employees to have disagreements. It also gives staff the opportunity to voice their opinions to help the business run smoothly.

Innovation- were employers can give their views and ideas without feeling feared or under pressure about open ideas, this also helps with the communication and understanding between employees.

Growth- when two business join it is essential that the internal communication between them is strong, this is so the result the business is trying to reach is more likely to be successful and the external communication stays consistent allowing the business to run smoothly.

Strong Management- when managers are strong communicators research shows they are at an advantage when managing their employees. Being a strong communicator also gives them the ability to speak to people and encourages employees to speak to one another.

To improve how your organisation communicates;

- Define goals and expectations
- Clearly deliver your message
- Choose your medium carefully
- Keep everyone involved
- Listen and show empathy

Transmitting Information

Berlo created a model of communication to simplify the steps of communication. Berlo's model of communication included;

Sender – Message – Channel – Receiver

Source

Encode

Transmitter

De code

Receiver

De code

Transmitter

En code

Sender

The sender of the message is the individual/source who gives out the message to the receiver. The sender is the beginning of the communication process. How the message is interpreted to the receiver is based on how the message is given by the sender. For example, the attitude of the sender can influence how the message is given by the sender and received by the receiver and receiving of messages. The sender plays a primary role that sends messages, the receiver plays the passive part in the communication process. Feedback is taken as less important or prioritise in comparison to the messages sent by the sender, by using these methods a business should run very smoothly.

Wark McKenzie (1997) Berlo (2008) proposed a model of communication individuals is simultaneously engaging in the sending. Effective methods of communication in the work placement is to have a good communication between workers and their manager which will make work life easy to work in, especially if there is a language barrier. Shannon Weaver has argued that there were three problems for the communication within the theory radio, telephone, technologies. Three primary parts

Encoder (Transmitter) Encoder is the sender who uses machine, which converts message into signals or binary data it might also directly refer to the machine.

Channel –Channel is the medium used to send message

Receiver-Is a person who gets the message or the place where the message must reach. They will also provide feedback according to the message.

Turn ideas into action:

As Mark Twain said: “The secret of getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, then starting on the first one.”

Consider an annual theme:

Just as companies create memorable slogans that endure and resonate with their audiences, communication plans should do the same. When I worked at WebEx, the theme for that year was “Radical Collaborator” not “Web Conferencing Solutions.” We created quarterly internal and external presentations surrounded by social media that introduced, and then enhanced, the theme using compelling, real-life stories supported by proven data.

This approach resulted in numerous impressions and increased the awareness of the company’s products, as well as the personal brand of the top executive. Every event was tweeted (pre-event, during the event, and post-event), blogged about, re-presented on YouTube, and re-messaged for new audiences.

For a non-profit client, we focused on telling how they were making a positive difference for women in highly disadvantaged situations. Each week a short “good news” story was told on various social media channels. People knew Friday was the day they could look forward to being inspired. People were engaged, stories were shared, followers greatly enhanced, and, most important, and donations doubled.

Don’t file and forget.

An effective communications plan is reviewed and refined weekly. Use it to start every weekly department meeting. Have only one version and make it accessible—by way of a shared drive or in the cloud—to everyone responsible for implementation. As new events, products or services occur, add to the plan and determine new approaches and strategies.

A flexible plan with a strong annual theme can absorb these additions and remain effective. Measure what works and what doesn’t, and next year’s plan will be half written already. Planning now means you’ll be in a much better position to be part of the news instead of part of the noise.

Set goals that set the strategy.

Goals are the overall thing you want to change or affect, not the activity itself. They must tie into the overall company strategy and the specific objectives of your organization. Make them clear, concise, and concrete.

Not: “Increase participation of the employee annual survey,” but, “Increase the annual employee survey participation by 50 percent and create and execute action plans by all organizations to address any issues that rank at two or below by May 30, with the overall goal of reducing turnover by 7 percent in 2014.”

Goals have to be shared, refined, and communicated, to all interested parties. If your stakeholders’ ideas have been respectfully considered, they’ll be much more likely to support your progress and help when roadblocks crop up. Collaboration at the initial planning stage means more creativity and ultimately more success.

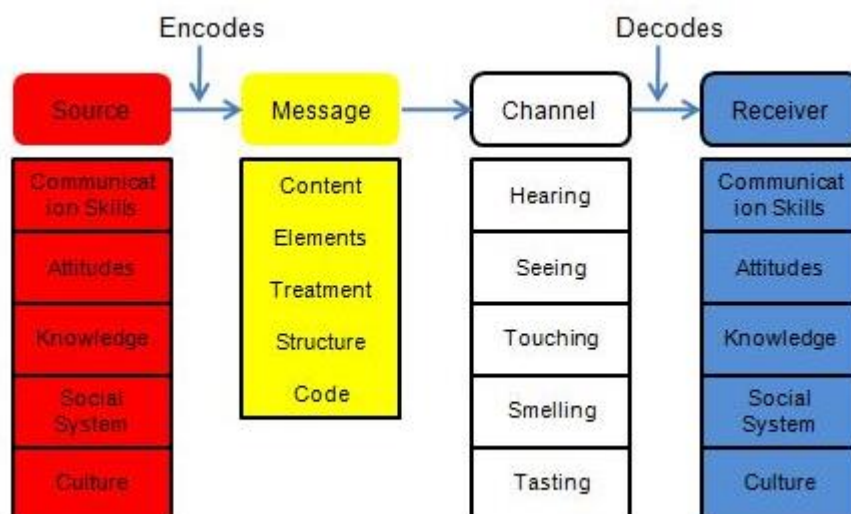
Be proactive, not reactive.

Sure, from time to time you'll want to second good ideas or topics by retweeting or "liking" them, but to stand out from the noise you'll want to be the one with the original ideas and stories. "Leading from behind" can be a great concept for management but not for communications. A proactive approach is necessary.

Do the research, find captivating stories, understand the data, create compelling and targeted messages, and then successfully execute the plan. Announcing an event date is fine but explaining what you'll learn and why it's a "must attend" for your audience is considerably better. Having a plan in place for crisis communications can save your reputation and your bottom line.

Choose metrics that matter.

The number of tweets or retweets or dissecting Google Analytics is not a measurement in itself (although it can be useful to see activity and monitor trends). What's important is to have your marketing or social media efforts move the needle in relation to your overall goals. Increasing the number of followers is nice, but selling more products or services, growing membership, or increasing donations for your non-profit shows tangible results. Think conversions, not conversation.



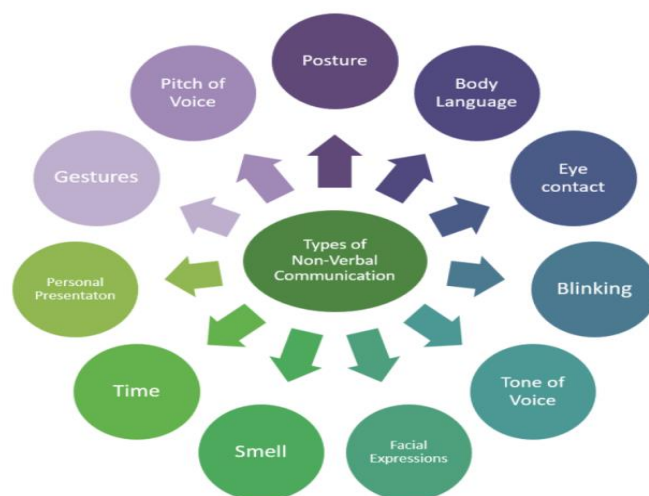
Non-verbal communication:

These are all use on a day to day basic in the work placement

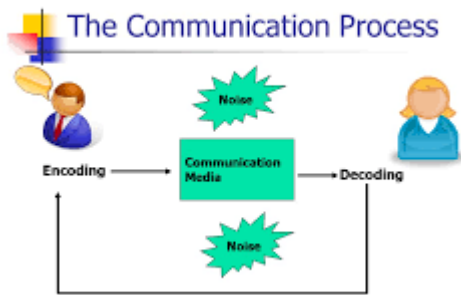
- *Eye contact
- *Facial expressions
- *Gestures
- *Posture and body orientation
- *Body language
- *Space and distance
- *Proximity
- *Para linguistic
- *Touch
- *Silence
- *Personal appearance
- *Humour
- *Symbol
- *Visual communication

The Non-verbal way is the most commonly used communication medium in the world in culture non-verbal communication is used without any oral or even written words non-verbal communication consists of physical movement, signs, symbols, signal, charts etc.

even though no words are used in non-verbal communication it's still communicates feelings and emotions more accurately than verbal communication.



The 4 major row



- Control
- Motivate
- Information
- Emotional

The communication strategy and action plan support the reconfiguration programme through timely and interactive internal and external communications, this should create an understanding of and commitment to the programme. The communication strategy outlines the approach that will be used to engage the programme stakeholders

Conclusion

Business should have a major setting in organisation to keep it running smoothly and staff friendly simple everyday target and goals will meet the right criteria if you follow the above circle in an Everyday business, it will prevent managers and staff to understand and work in a peaceful environment. A organise business is a well-run business and a money making team over all following a few easy step and getting the message through to each other and in the correct format is a healthy business and a quick expanding business, which will get bigger and employ more staff and have a good cash flow, happy staff and happy managers equal money making together.

REFEFERCNCE

<https://www.assignmentpoint.com/business/marketing-business/communication-models.html>

The communication processes. Encoding, media, and decoding (Hawkins, 2016). Available at:

<https://images.app.goo.gl/dd4zd6QtUfMhARKq6> (Accessed on 28/07/2019)

Janse.B. (2018). *Berlo's SMCR Model of communication*. Available at:

<https://www.toolshero.com/communcation-skills/berlo's-smcr> (Accessed on 20/06/2019)

Michael Page (1976) *the importance of good communication*. Available at:

<https://www.michaelpage.co.uk/advice/management-advice/development-and-retention/importance-good-communication> (Accessed 04 August 2019).

"Shannon and Weaver Model of communication," in Businesstopia, January 6,2018

Available at:

<https://www.businesstopia.net/communcation/shannon-and-weaver-model-communcation>
(Accessed 23/06/2019)

www.ledunote.com

<https://communicationblog06.wordpress.com/2016/04/20/types-of-non-verbal-communication-and-there-impacts-on-public-speaking/>

REFERENCNE

<https://www.assignmentpoint.com/business/marketing-business/communication-models.html>

The communication processes. Encoding, media, and decoding (Hawkins, 2016). Available at:

<https://images.app.goo.gl/dd4zd6QtUfMhARKq6> (Accessed on 28/07/2019)

Janse.B. (2018). Berlo's SMCR Model of communication. Available at:

<https://www.toolshero.com/communcation-skills/berlo's-smcr> (Accessed on 20/06/2019)

Michael Page (1976) *the importance of good communication*. Available at:
<https://www.michaelpage.co.uk/advice/management-advice/development-and-retention/importance-good-communication> (Accessed 04 August 2019).

"Shannon and Weaver Model of communication," in Businesstopia, January 6, 2018 Available at:
<https://www.businesstopia.net/communcation/shannon-and-weaver-model-communcation>
(Accessed 23/06/2019)

www.ledunote.com

<https://communicationblog06.wordpress.com/2016/04/20/types-of-non-verbal-communication-and-there-impacts-on-public-speaking/>



