



Certificate of Higher Education in Skills for the Workplace Effective Teamworking & Communications (LCLM4003)

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INTRODUCTION

- Effective communication is very important in every business. It makes sure instructions are understood, rules are followed, and people work well together.
- Poor communication causes mistakes, safety risks, lost customers and lower income — exactly what is happening at Flight Foods Ltd.

This presentation will:

- Explain the situation at Flight Foods Ltd
- Look at the five main communication barriers
- Apply three well-known communication theories
- Give practical ways to fix these problems and improve food safety



Summary of Case Study

Flight Foods Ltd is a medium-sized company that produces ready meals for airlines. The company has been losing business because of customer complaints about undercooked food, incorrect meals being served, and poor packaging. The factory is large and well lit, but it is very noisy due to the use of old machinery. It employs 40 staff members aged between 16 and 60, who come from five different cultural backgrounds. The floor manager, Gary, has basic knowledge of food hygiene but has not received any management training. New employees are expected to start work immediately without proper training, and many staff members have only limited English language skills. Gary is often tired and stressed, so he tends to shout at staff instead of explaining instructions clearly. He also fails to follow the workplace rules himself, as he wears a dirty uniform and demonstrates poor hygiene practices. A serious incident occurred when trays of chicken were accidentally left out overnight because of a misunderstanding between staff.

Communication Barriers

Flight Foods Ltd reduce the effectiveness of teamwork and increase the risk of mistakes. Loud, old machines make it difficult for staff to hear instructions, while many employees have limited English and struggle to understand Gary, who speaks quickly and uses local slang. Signs are only written in English, and Gary often shouts instead of explaining clearly, making staff afraid to ask questions. The workforce also includes people of different ages and cultural backgrounds, leading to different attitudes towards rules, authority, and hygiene. These language, cultural, and emotional barriers contribute to misunderstandings and poor communication in the workplace. As a result, important instructions may be misunderstood or ignored, increasing the chance of food safety incidents. Better training, clearer communication, and translated or picture-based signs would help staff understand their responsibilities. This would improve teamwork, reduce mistakes, and help the company provide safer, higher-quality meals.

Theoretical Framework

The communication problems at Flight Foods Ltd can be explained using several communication theories. The **Shannon-Weaver Model (1948)** shows that communication is affected by "noise," such as loud machinery, language barriers, stress, and confusion, which prevent messages from being understood correctly. The **Schramm Model (1954)** explains that communication is more effective when people share similar knowledge and experiences, but Gary assumes staff already understand food safety despite them receiving little or no training. The **Berlo SMCR Model (1960)** highlights that effective communication depends on the sender's skills, the receiver's knowledge, and suitable communication channels. At Flight Foods, Gary lacks leadership skills, many employees have limited English and training, and the company relies mainly on spoken instructions and English-only signs, making communication less effective.

Strategies to overcome Barriers

To improve communication at Flight Foods Ltd, the company should reduce environmental noise by servicing or replacing old machines, adding soundproofing where possible, and giving instructions in quieter areas using clear pictures and visual signs. Language barriers can be reduced by providing bilingual signs, picture-based instructions, basic English classes, and training Gary to speak slowly, use simple language, and avoid slang. Age and cultural differences should be addressed by using interactive training for younger workers, encouraging experienced staff to mentor new employees, and clearly explaining UK food safety standards during induction without assuming prior knowledge. Finally, emotional barriers can be reduced by giving Gary leadership and stress management training, encouraging staff to ask questions without fear, and ensuring Gary sets a good example by following hygiene rules himself. These improvements would create a safer workplace, improve teamwork, and reduce mistakes.

Conclusion

The main problems at Flight Foods Ltd are caused by poor communication rather than just outdated equipment. Environmental noise, language barriers, age differences, cultural differences, and emotional barriers all contribute to misunderstandings and mistakes in the workplace. The Shannon-Weaver, Schramm, and Berlo communication models show that effective communication requires minimal noise, shared understanding, and clear communication channels. By improving communication and staff training, Flight Foods Ltd can improve food safety and quality, rebuild customer confidence, increase sales and profits, and create a safer, more positive, and productive working environment.

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