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**Understanding Organisational structure
and Culture**

**Investigating the role of communication in
the business environment in Tesco**

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Introduction

The purpose of this report is to investigate the role of communication in the business environment, focusing on the importance, different methods which involve communication and common challenges. This report will also provide practical recommendations to improve communication skills. The reason why Tesco has been chosen in this report is because it's one of the largest retail organisations in the UK and worldwide, Tesco operates across multiple locations and employs a large and diverse workforce. Due to its size and complex organisational structure and effective communication is essential to ensure consistency, efficiency and smooth day to day operations.

Communication is a central concept within the business environment (Stephen P. Robbins and Timothy A. Judge, 2022) as it enables the sharing of information, ideas, experiences and instructions between individuals and departments. In organisations effective communication supports coordination, decision making and overall performance without all of these businesses may struggle with misunderstandings and lack with employee engagement

Communication and methods

Communication in a business context refers to the process of exchanging information between individuals or groups to achieve organisational goals (Mullins and Rees, 2023). It is a key function as it ensures that employees understand their roles within the workplace. Effective communication improves coordination and reduces errors and supports better decision making within the business (Daft, 2021). In organisations such as Tesco, different communication methods are used to ensure information flows effectively across all levels. These methods include verbal, non-verbal, written, and digital communication.

Verbal communication is used regularly in Tesco's daily operations as it involves face to face conversations, team meetings between managers and staff for example store managers often hold daily briefings to inform employees about sales targets, promotions and operational tasks. In this case verbal communication is excellent because it allows immediate feedback and clarification which is very important within a company like Tesco

Non-verbal communication also plays a big role in the workplace as it includes body language (Owen Hargie, 2019), facial expressions and tone of voice. In Tesco store managers may use positive body language to motivate their staff or show support. Although it is often overlooked non-verbal communication can reinforce verbal messages.

Written communication is another key method used in Tesco which includes emails, reports, policies and training materials. Written communication provides a permanent record of information which is often used to maintain consistency across different stores such as company policies and procedures are usually shared in written form to ensure all employees receive the same information.

Digital communication is becoming more important in modern organisations especially in large companies such as Tesco. Tesco uses different digital tools such as internal systems, emails and online platforms to share information between departments and across different locations. This type of communication allows messages to be delivered quickly to many employees at the same time which comes in very useful for a company operating in different regions. It also helps to improve efficiency and saves time compared to other communication methods.

Each communication method has its own strengths and weaknesses verbal communication allows immediate interaction and quick responses as it comes in useful in some cases, while written communication ensures a clear record that can be referred to later. Digital communication, on the other hand makes it easier to reach many employees quickly however, the effectiveness of these methods depend on how clearly the message is communicated and whether employees fully understand it. Within Tesco, communication plays a big role in supporting organisational structure as information is being passed from senior managers to regional managers to store managers and lastly employees this ensures that tasks are carried out correctly and that all stores follow the same procedures as a result of this businesses are able to maintain consistency and improve overall efficiency.

Common communication issues

Even though communication is important organisations such as Tesco still face several challenges, one common issue miscommunication (Daft, 2021) which unfortunately happens in most businesses as in some moment's information is not clearly understood. In large organisations such as Tesco messages are often passed through several levels of management which may increase the chances of mistakes or misunderstandings, for example, instructions may be given by senior managers but may be interpreted differently by store managers which then can lead to inconsistencies in how work is carried out.

Another problem is information overload. Employees may receive too many emails, messages or updates which could lead to difficulty focusing on their right task or what is important this may confuse and reduce productivity within the business especially in a busy environment. Cultural differences also can play a big role in communication as Tesco employees' staff from all backgrounds with different languages or communicational styles which can also lead to misunderstandings, as employees who may not be fluent English may struggle to fully understand instructions

Lack of feedback is another issue as communication should involve both sending information and receiving information. But in some cases, it mostly flows from top to bottom which can make the employees feel that their opinions are not valued which could then lead to lack of motivation.

There are also challenges related to technology even though digital tools are useful and quick, technical problems or lack of training can make it less effective. Employees may not know how to use some systems properly which could make more time consuming in the long run and could lead to result in missed information or unclear messages. Finally, physical distance can also be a disadvantage as distance between different store locations can limit face to face communication and Tesco does operate in many regions and worldwide so the communication often relies on digital methods which may not always be as clear as face to face meetings.

Recommendations

To improve communication effectiveness in Tesco would be that they can implement certain strategies, Firstly, the organisation should encourage two-way communication by creating more opportunities for employee feedback this can include regular

meetings with employees, surveys and open communication channels. This would help employees feel more involved and improve engagement within the workplace.

Secondly, Tesco should invest in communication training for both managers and employees as it would improve their communication skills which is very important in the business plus this would reduce misunderstandings between managers and employees and to ensure effective use of digital tools.

Another recommendation would be is to simplify communication by ensuring that messages are clear so that there wouldn't be any miscommunication and misunderstanding which then could lead not completing their tasks properly.

Finally, improving their technology systems and training would ensure that all employees can effectively use digital communication when needed, it would reduce technical issues and improve efficiency.

Conclusion

In conclusion communication is very important within business such as a Tesco and plays a huge role in success to the company being effective. It supports coordination, improves decision making and ensures that all employees understand their roles and responsibilities. This report has discussed several communication methods including verbal, non-verbal, written and digital communication which are all really important factors in the business environment. However, several challenges also can affect communication including miscommunication which can lead to misunderstandings, cultural barriers and information overload leading to then employees not being focused. All these issues can negatively affect organisational performance if not addressed properly. By implementing all of these effective strategies such as improving feedback for employees, providing training for improvement and enhancing communication systems Tesco would be able to overcome all these challenges. Overall effective communication is essential and necessary for maintaining efficiency and improving employee engagement within the company such as achieving organisational structure.

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