

# Presentation

*by* Tabasum Yousaf

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# BMSW4002

## Effective Team Working and Communication

### *Communication in Amazon's Project*

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WELCOME TO THE PRESENTATION

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# Introduction

- Project management depends on effective communication since it enables projects to move forward smoothly and on schedule (Gillard and Johansen, 2014).
- It guarantees that team members are clear on the objectives of the project and know exactly what is required of them.
- Additionally, it fosters trust so that teamwork is improved from the beginning to the end of a project.



# The benefits of effective communication

- In a project, having effective communication skills is essential to its success.
- It would be impossible for Amazon to meet its goals if the project manager Tom Jackson does not communicate with the team and stakeholders clearly.
- Conflict or tension at work can be reduced with effective workplace communication.
- Additionally, this ultimately improves employee engagement in the project that Tom Jackson is leading. In the end, this would assist Amazon in achieving its larger business goals.



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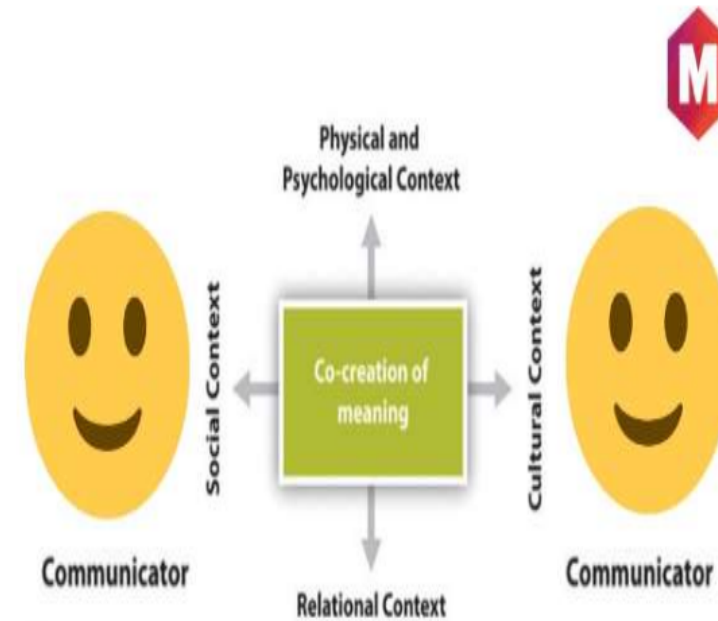
# Model of communication to be used by Tom Jackson

- Tom Jackson may go for **transactional communication model** for effective management.

- According to the Transaction Model of communication, communication is a process in which communicators produce social realities within social, relational, and cultural settings (Gozalova et al., 2016).

- This model defines communication as a transaction.
- Using this model, Tom Jackson can use communication to build relationships with project team members, form multicultural alliances, share the project members through engaging in conversation.

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# Communication barriers that can impact the project team led by Tom Jackson

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## Language and cultural barrier

Communication is often hampered by the disparities in cultural practices. When interacting with several nationalities who speak different languages, language can also be a problem (Heerkens, 2012). To prevent misunderstandings, the project manager must make sure that communications are given in plain terms.

## Moods and attitudes of project employees

People's receptivity to communications may be negatively impacted when they are under strain due to personal problems or work-related challenges, and they are less likely to be influenced.

## Work environment barriers

In some situations, the workplace environment, such as the noise level and temperature, may impact communications. As a result, the project manager must make sure that everyone feels at ease at work and that it won't interfere with good communication (Guffey and Loewy, 2022).

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# The channels of communication to improve communication

- Tom Jackson should utilize all the non-verbal, textual, and spoken modes of communication.
- Tom Jackson can frequently use more than one of these channels simultaneously, and each has distinct benefits and drawbacks.
- Tom Jackson should, however, utilize various communication channels, such as meeting through Zoom or other video conferencing systems, face-to-face conversations, regular email, and social media connectivity.

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# Conclusion

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- Assuring that everyone working on the project has access to the data they need to do their jobs properly, creating a supportive workplace, and reducing waste all stem from effective communication.
- Information should be conveyed accurately while people's relationships are sustained or strengthened through effective communication.

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# References

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