

Title: E Managing Communications, Knowledge and Information (MCKI)

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Development of Communication Processes

3.4 Create a personal plan to improve own communication skills

The important factor in a communication process is people who are involved in it. Therefore, a useful tool to identify and reflect upon our personal strengths and areas for development is the personal SWOT analysis. In order to improve the effective communication, SWOT analysis is a useful technique to help people identify these strength and weakness; analyse the opportunities and treats in workplace. Using this tool in company will help employees develop their career.

Manager can focus on developing the strength and opportunities while minimizing the weakness and reducing the threats in firm (Davenport, 2013).

The critical components in the process of communication are the individuals who are a part of it. For that reason, a helpful device to recognize and assess our own individual strengths and limitations for professional growth is the personal SWOT analysis. So as to enhance the useful communication, SWOT analysis is a valuable procedure to assist individuals recognize their strong and weak points; evaluate the opportunities and threats in working environment. Utilizing this device as a part of organizational procedure will help employees progress professionally (Janicot & Mignon, 2012). Supervisors can concentrate on building up the strength and opportunities while reducing the weaknesses and decreasing the threats in the business enterprise.

Strengths

- Having good communication skills
- New recruits hold University degree
- Good communication standards and practices with clients and team members

Weaknesses

- Showing nervousness when presenting ideas to customers and managers
- Poor management of time
- Poor written communication and presentation skills

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- Feedbacks are provided slowly
- Negative attitude

Opportunities

- Advancement in the technology demonstrates ways for improving communication skills
- Company has a high turnover of managerial staff members
- Availability of in-house learning opportunities

Threats

- Modifications in jobs demand including salary and motivation level
- Lack of time to be allocated for developmental activities by employees

SWOT analysis reveals that managers develop strategies for the enhancement of employees' communication skills. Organizations must provide periodic training on improving communication skills (Kent & Hoberman, 2012). Additionally, organization should provide employee handbook to all employees that includes all fundamental information to workers who require more consideration and concentration on the improving their communication skills. From the personal plan, every employee must set up the goals for their development. The personal plan for Wal-Mart employees is explained as below in Table 1:

Table 1: Personal Plan

Personal Plan			
<i>Objectives</i>	<i>Method</i>	<i>Duration</i>	<i>Review</i>
Development of written/verbal communication skills	Employees should participate in the in-house training sessions meant for improving the written communication skills. Always check the drafted work for typographic and grammatical mistakes	Four months	Acquire feedback from the team members who write official letters, report etc. Improve the applicable and professional written communication skills
Increase confidence to speak in public and in discussions	Identify the topics of discussion before speaking. Use positive body language, eye contact to make	Four months	Acquire feedback from team members. Develop the enhancement skills

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	communication impressive. Set up personal practice sessions daily in front of mirror or camera to enhance confidence		
Develop the presentation skills	Should carefully include all content and information in the presentation. Important notes should be taken which can be used to capture the attention of the listeners	Five months	Develop understanding about delivering impressive presentations

Improvement of systems relating to information and knowledge

4.1 Report on existing approaches to the collection, formatting, storage and dissemination of information and knowledge

Wal-Mart has two fundamental resources for information collection i.e. internal resources and external resources. Internal data collection is carried out through a number of sources including clients, internal processes, company goods and services, and external information about business sector and economy. In Wal-Mart, the connections among these three units are accounting & finance, research & development and marketing that work very closely (Galliers & Leidner, 2014). Data collection process is vital for all departments within the organisation to facilitate the decision making process. This process demands collection of information from all employees and departments across organisation (Holsapple, 2013).

In almost every organization, the company's the Annual Reports are shared in order to release and show up the budget forecasting and assessment for business turnover of the company. These reports are forwarded to all departmental heads and to the CEO as well. These reports are prepared in coordination among Accounting & Finance and Marketing departments as all of them are responsible for collecting and presenting data (Choi, Lee & Yoo, 2010). In addition, the department of Research & Development also gathers information about the preferences, point of view and conduct of consumers (Kebede, 2010). R & D then forwards this data to the Marketing

department so that they can plan, develop and launch new to plan new packages or services to fulfil the client's demands.

Wal-Mart manages all these information and the resulting output in a variety of formats such as reports, charts, graphs, balance sheets, income statements, statement of cash flows etc. All these reports and analysis are stored in the database management system of Wal-Mart. This system provides all types of data and information to all the employees of the company whenever they need it (Harmanciogamalu et al., 2012).

4.2 Carry out appropriate changes to improve the collection, formatting, storage and dissemination of information and knowledge

Data Collection

Wal-Mart must develop and outline the standard procedures of communication between people collectively. As a general rule Wal-Mart should have a generalised format for formal reporting at all departmental levels (Aurum et al., 2013). Additionally, supervisors should try and overcome all barriers among departments to encourage employees for effective information gathering. An innovative network infrastructure including setting up of modern LAN system is also in progress. Wal-Mart needs to collaborate with other technology partners that are industry leaders in the field to provide innovative services and technology to its customers (Holtshouse, 2013). A robust framework can strengthen the organization to enhance the successful information system.

Additionally, organization must arrange training sessions for new employees about how to gather information.

Data formatting

Creating a regular layout within the existing frameworks for formatting data is important to confirm the successful process. Organization need to organise the formatting in order to keep data concise and accurate.

Information storage

Developing database management system will assist Wal-Mart to allow more space for the storage of data. With the advancement in technology, Wal-Mart has more alternatives for data storage ranging from flash memory storage to network-territory storage.

The best strategy for data storage within the business enterprise is to establish a single database system where all the important information about clients, dealers or company's financial information can be stored. Every member of the staff will have individual login ID to get access

to information without influencing the functionality of the operational frameworks. To be successful Wal-Mart is additionally authorising the high speed network access to enhance the efficient functionality of database system.

Information distribution

There are different online file sharing systems are available, for example, Google Drive, SkyDrive and Dropbox that are used for data uploading on internet. This information can be accessed by any employee of the company from anywhere through personal computers, tablets, smartphones etc. This information sharing is based on the level of management, while information dissemination through company's intranet provides security to company information.

4.3 Implement a strategy to improve access to systems of information and knowledge

During recent decades, there have been remarkable changes in the global business as in the data generation procedures, its distribution and utilisation. In current management literature information is now been referred as to as an important resource comparable to human and monetary resources etc. A company like Wal-Mart must utilise the following practise to acquire most extreme of the information resources and the related learning.

The introduction and development of digital technology has revolutionised the techniques of information generation and its utilisation by the business enterprises. This has not only initiated new opportunities but has created new risks for business enterprises. In this connection the role of SWOT analysis is of prime importance in the identification of opportunities and threats and emphasis on the strengths and weaknesses of the existing systems. Past strategies are not functional anymore in current business environment (Staab & Studer, 2013). As with the passage of time the technology is evolving, the need for developing strategic leadership in the domain of information and knowledge management must be reassessed. The phenomenal pace of information technology together with transformation in the culture of business enterprises has developed into an inappropriateness of data frameworks among different operational units, and a demand for dealing in tactical information more efficiently (Ting-Toomey & Chung, 2012). The business enterprises should to direct their strengths on building up successful organisation and leadership. The skills and knowledge of these individual will provide experience to the enterprises that can be applied more extensively to utilize it for competing benefits.

Supervisors that will lead the association of the future should be well-informed. Useful information carried out by manager commands that they should be participating in exploiting the usefulness of information and transforming it into knowledge, that will bring about more knowledgeable decision making (Ochieng & Price, 2010). Information management process in the organisations must be connected with useful knowledge management. In the event that this is not the case the usefulness of data as a resource of the company will be destabilised, and the company will subsequently not have the capacity to deliver profitable and lucrative facilities to its target business (Castells, 2011).

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