



**THE TIMES 100**

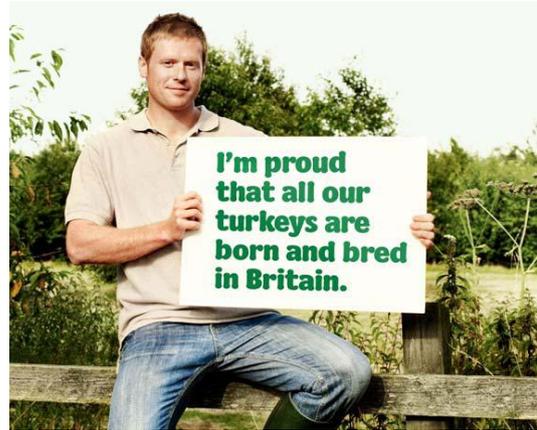
**BUSINESS CASE STUDIES**

## Teacher guide

### Barriers to communication – Bernard Matthews

#### Where does the lesson fit?

This session would follow an introduction to communication within organisations.



**Suggested resources & activities** related to Bernard Matthews and barriers to communication.

- Full Bernard Matthews case study
- Barriers to communication PowerPoint
- Communication lesson resources
- Bernard Matthews crossword
- Bernard Matthews word search

#### Suggested timings for the session

10 mins	Starter e.g. Bernard Matthews word search
5 mins	Use the Barriers to communication PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Answer the questions
20 mins	Task – develop a plan for overcoming barriers to communication
10 mins	What have you learned?

#### Answers to questions

1. What is meant by a barrier to communication?  
Barriers to communication are those things that affect the smooth and effective flow of information from the sender to the intended receiver/s.
2. Give examples of barriers to communication.  
Barriers include:
  - Skill levels of sender and receiver
  - Language barriers
  - Inappropriate use of technology  
Also, not in the case study...
  - Lack of clarity
  - Incorrect timing or method used
  - Problems with the method or the message



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3. Explain why customers may “switch off” to information about the health benefits of different types of food.  
Customers may no longer listen to advice about the health benefits and risks of food because there are many conflicting or confusing stories. Consumers may not have the necessary information or understanding to be able to judge between the conflicting messages.
  
4. Analyse why Bernard Matthews’ loss of credibility with the press and public acted as a barrier to communication.  
The attitudes of receivers can be a barrier to entry. Bernard Matthews’ initial reluctance to communicate with the public may have caused consumers to mistrust the organisation and therefore not feel they could rely on what they were being told. The confusing messages being transmitted in the press were likely to have made consumers wary.

### **What have you learned?**

Expected learning would include:

- Barriers to communication
  - Clarity
  - Timing
  - Attitudes of senders and recipients
  - Jargon
  - Problems with the medium being used
  - Problems with the message itself
  - Language barriers
- Poor communication can cause problems such as a lack of motivation and a difficulty managing change
- Communication barriers may become more evident as firms grow – more employees, taller organisational structures
- Information overload may occur in large organisations, often because of an increased use of ICT.