

Teacher guide

Communication – Bernard Matthews

Where does the lesson fit?

This session would introduce the importance of communication. It could be followed by the session on barriers to communication.



Suggested resources & activities related to communication and Bernard Matthews.

- Full Bernard Matthews case study
- Communication PowerPoint
- Barriers to 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 Communication PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Answer the questions
20 mins	Task – developing a communications programme for a relocating company
10 mins	What have you learned?

Answers to questions

1. Define communication?
Communication is the transmission of a message from a sender to receiver in a form that the recipient will understand.



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2. Describe some of the different methods Bernard Matthews uses to communicate with its external stakeholders.
Bernard Matthews uses a range of verbal, visual and face to face methods of communicating with external stakeholders, such as TV and press advertising, websites and meeting with journalists and other influential opinion formers.
3. Explain the problems caused by Bernard Matthew's lack of communication during the outbreak of bird flu.
The media and the public lost confidence in the company because of conflicting messages and an apparent reluctance of the organisation to speak out. This resulted in the firm losing 35% of its sales.
4. Analyse the importance of effective communication to organisations like Bernard Matthews.
Effective communication is important to:
 - Develop or change the image of organisations
 - Successfully promote itself or the products/services it provides
 - Keep employees happy and motivated, especially when times are tough
 - Co-ordinate the operations of a company. This is even more important when a firm operates over a number of different sites
 - Ensure managers have all the relevant information required to make appropriate decisions for the firm.

What have you learned?

Expected learning would include:

- Methods of communication e.g. TV adverts, email, letter, face-to-face, telephone conversation, posters, reports
- Classification of communication – verbal, written, visual, informal, formal, internal, external
- Importance of communication – motivation, co-ordination, decision making and promotion, reputation/image.