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EFFECTIVENESS OF TEAM COMMUNICATION

The effectiveness of team communication can be influenced by various factors. They include communication skills and competencies of team members, trust and psychological safety within the team, dynamics and diversity of the team, clarity of purpose and goals of the team, and the leadership and communication support provided. To be able to ensure a healthy communication environment, a team leader should know and be able to make use of diverse team communication types.

Keywords: *team communication, diverse forms, effective communication, communication environment*

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ЭФФЕКТИВНОСТЬ ПРОЦЕССА КОММУНИКАЦИИ В ГРУППЕ

Эффективный процесс коммуникации в группе зависит от различных факторов. Они включают в себя коммуникативные навыки и компетенции, которыми обладают члены группы, доверие и благоприятный психологический климат в группе, состав и степень разнородности группы, четкость поставленных целей и задач группы, обеспечиваемое руководство и коммуникативная поддержка. Для создания хорошего коммуникативного климата, руководитель группы должен знать и уметь использовать различные типы коммуникации.

Ключевые слова: *коммуникация в группе, разнообразные формы, эффективная коммуникация, коммуникативный климат*

There is no doubt that effective team communication fosters collaboration, coordination, and synergy among team members, leads to improved team performance and success in achieving team goals. Any team leader understands that a healthy communication environment in the team can contribute to the team's success.

Team communication is very diverse, it may occur in different forms, such as [1]:

- verbal communication, which includes face-to-face communication, phone calls, video conferences, and written communication, e.g. emails, memos, and reports. This type of communication is typical of team meetings, discussions, presentations, brainstorming sessions, sharing information. It should be underlined that written communication requires clear and concise writing skills to ensure that messages are understood accurately by team members;

- non-verbal communication, e.g. body language, facial expressions, gestures, eye contact. It can complement and reinforce verbal communication, and it plays a significant role in building trust, understanding among team members;

- a very important type of communication in a team is listening. Effective listening helps team members to fully understand each other's ideas, concerns, and feedback, and it fosters mutual understanding and collaboration within the team.

Team communication can be formal and informal. Formal communication includes official announcements, reports, team guidelines, and other formal documents. Informal communication in a team usually occurs through casual conversations, social interactions and helps build relationships, a

sense of camaraderie among team members, it can facilitate spontaneous idea sharing and problem-solving.

In contemporary digital era digital communication plays a big role, teams often rely on its various tools, such as messaging, chat platforms, project management software, and social media, to communicate and collaborate. Digital communication allows team members to connect and share information quickly and conveniently, regardless of geographical location, but it requires being mindful of appropriate communication etiquette and cybersecurity.

A crucial type of communication in a team is feedback. It involves providing and receiving feedback on team members' performance, progress, and contributions. It helps team members to learn and improve their work. Constructive and timely feedback is essential for team members to align their efforts and continuously improve their performance.

Each form of communication performs certain functions and corresponds to specific circumstances but is aimed at collective achievement of common goals. Multifaceted nature of team communication reflects its adaptability to various scenarios and types of interaction between team members, contributing to the creation of a cohesive and productive team environment.

The reasons for the existence of different types of team communication are also various. Diverse communication types of team members are based on their roles and responsibilities in the team. Team members may have different communication preferences, such as verbal or written communication, and teams are made up of individuals with diverse backgrounds, personalities, communication skills and effective team communication requires understanding and accommodating these differences. In contemporary digital era team members can use varied communication channels. The purposes of communication may be different, e.g. sharing information, clarifying expectations, resolving conflicts, providing feedback, building relationships, which requires various forms of communication to fulfill these purposes effectively [2].

Effective team communication is a crucial factor in the success of teams. It facilitates the exchange of information, ideas, and perspectives among team members, fosters collaboration, and enables the team to achieve its goals. There are several factors the effectiveness of team communication depends on.

First of all these are communication skills and competencies of team members. In the ideal case, team members should be able to express themselves clearly, actively listen to others, ask questions, provide feedback, and use appropriate communication channels and tools. But, communication skills and abilities can vary among team members, which can impact the effectiveness of team communication.

Trust and psychologically safe team environment are essential for open and honest communication. When team members trust each other and feel psychologically safe, they are more likely to share their ideas, opinions, and concerns openly. Trust and psychological safety promote creativity, motivation and innovation.

Team communication effectiveness can depend on team size, composition, and diversity. Larger teams may face difficulties in managing communication across all team members, teams with members from different backgrounds, cultures and communication styles may encounter communication barriers. Thus, to be effective, team communication should be inclusive and respectful.

Teams that have a clear purpose, goals, and expectations tend to communicate more effectively. When team members understand the team's overall purpose, individual roles, and goals, they better coordinate efforts, and make decisions. Clarity of purpose and goals helps to align team communication towards a common objective.

Leadership plays a crucial role in fostering effective team communication. Leaders need to set a positive communication tone, model effective communication behaviors, and provide support to

team members in overcoming communication challenges. Leaders should also ensure that team members have the necessary resources, tools, and training to communicate effectively.

It is obvious that if teams are under pressure to meet tight deadlines or are facing limited resources, they may experience communication challenges. Thus, to avoid it, it is necessary to manage time and resources effectively.

Team members with strong communication skills feel comfortable expressing themselves openly and listening actively to others, therefore, they are more likely to communicate effectively. It is very important for team members to feel psychologically safe to share their thoughts and opinions, team members should be proficient in using different communication channels. The role of leadership in fostering effective team communication cannot be overestimated. It includes promoting a positive communication environment and supporting those team members who experience communication difficulties through various training programs.

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