

Course: Business English Level 3

Day №16

UNIT 8 : Communication

8.3 Virtual Teams



Which technologies below does your company make use of?

Do these technologies allow the different team members to communicate effectively online?



**groupware
or
collaborative software**



**newsgroup
or
forum**



intranet



video conferencing



Email



telephone



fax

Read the text. Decide on the most appropriate technology for the remaining factors. The first one is already given as an example.

business letters	faxes	email	telephoning	video conferencing
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Virtual teams: choosing technology – a practical guide.

Factors to consider in choosing technology for your team.

Social presence (a personal connection with others) – telephoning, video conferencing

- Technologies with high social presence are useful when teams are new or when teams are solving difficult issues and need some closeness.
- Technologies with less social presence are useful for routine exchanges of information.

Information richness (the variety and amount of information the media catches: text only, graphics, voice, facial expressions, body language, etc.) -

- Information richness reduces the possibility of confusion and misunderstanding.

Permanence -

- The ability to create a permanent record of the communication.

Symbolic meaning -

- A face-to-face meeting implies more importance than memo.

Time constraints -

- The amount of time needed to use technology (buy, install, maintain, and training).

Training and support -

- Level of commitment in terms of time, expense and personnel.

Team experience -

- Team members' familiarity with technology and working virtually.

Which technology do you think can be used most effectively within your company to connect employees?



groupware
or
collaborative software



newsgroup
or
forum



intranet



video conferencing



Email



telephone



fax

Do you usually have meetings with your boss/colleagues? How often?

Do you think that there is a problem with the frequency of meetings you have at work?



UNIT 8 : Communication

8.4 Choosing the right media and frequency



Manager 1 : I think our reps in Hanoi, Bangkok and KL should be communicating much more with each other. At the moment they all communicate directly with Singapore. In order for them to feel like part of the team they should be sharing ideas and helping each other.

Manager 2 : I agree. The question is how they should communicate. Ideally, they should meet regularly, that would be expensive. I think we can afford for them to meet in Bangkok ever three months.



Manager 1 : Yes, that's fine. Between meetings, I think we should encourage them to send emails to each other, sharing ideas or asking for suggestions, and so.

Manager 2 : OK. As long as they don't spend all day reading and writing emails. Some kind of weekly exchange would be fine.

Manager 1 : Agreed. We should also help them set up video conferencing on the Internet. This would allow them to have real-time, face-to-face meetings to follow up on email exchanges. I suggest we schedule a video conference at the end of every month for all of them.

Manager 2 : Sounds good.

Why do they need to communicate more often?
What kinds of media will they use? How often would they communicate?

have meetings with boss

have meetings with colleagues in the same office

have meetings with colleagues in other offices

email colleagues in the same office

email colleagues in the same office

fax other offices

call colleagues in the same office

call other offices

send letters to colleagues

other

Yes/No

How often do you do it?

How often do
you want to do it?

[illegible]

***Thank you for
today!***

***I'm looking forward to
seeing you again!***