



EFFECTIVENESS OF TEAM BRIEFING PROGRAM AS A COMMUNICATION STRATEGY

BY

A. Millawabandara

MASTER OF BUSINESS ADMINISTRATION
IN
PROJECT MANAGEMENT

University of Moratuwa

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94508



Abstract

Effective communication is very important in every level in our life. The most importantly the effective both way communications plays a strategic role in every level in our society. Especially in organizations whose ultimate aim is to improve the qualitative and quantitative results to the end user has used this as a strategy in these days. The Team Briefing (TB) is one of the concepts that improving both way and lateral communications, introduced and successfully implemented in various organizations.

Empirically, the international researches have found that the introduction of TB improves the communication more effectively within an organization. Also they found that if the internal communication has been properly implemented, there would have been a tendency to improve the clear information flowing. Therefore it is an important requirement to identify the levels of awareness of the basic principals of TB for successful implementation TB in Sri Lankan context. The People's Bank having more than nine thousand (9,000) employee cadre representing all levels of community and one of the state owned bank and geographically diversified in Sri Lanka. This is one of the organization where TB has been introduced and still in practising as per guidelines. The research area was basically focused on this concept and to measure the effectiveness of this strategy and finally recommendations to improve this concept most effectively to this institution as well as other institutions.

Due to large number of employee representation, the sample was mainly focused on banking service sector since they have more interfaces with the customers and the outcome of this TB was reflected more from this segment. Therefore the sample was selected to represent more branch managers and branch staff. Nevertheless, the methodology and the findings of this research intend to broaden the local academic information pool while enlightening the future research work of this concept not only for the service sector but for production sector as well. The study reveals that the TB IS more effective to all levels of people of the organization despite the age and



experience on TB sessions. Successful implementation of TB improves the communication within the organization as well as other strategic goals. In TB sessions the bank is more specifically highlighted the financial progress but not other areas such as safety in work places, new technology which can be easily applied for daily needs within the organization, new trends in the world as financial institution perspectives, process management, project management, and etc. The study also revealed that most of the responses displeasure the paper work for the TB session and therefore it is necessary to coordinate the relevant departments to reduce paper work. As implied in further studies in secondary data, the bank has positive impact of introducing TB. Therefore it is highlighted that "Theory X" organizations can become successful by implementing TB, although there are other strategic decisions are adopted for an effective change. Finally, successful and effective TB sessions can be fully versatile tool to implement all levels of organizations that not only to improve the internal communication, but also to gain strategic organizational issues more effectively.