

COMMUNICATIONS PROTOCOL

Attention-Getting Headline: Get Your Great Ideas Across!



A Short Summary: What It's all About

Great ideas let us be efficient, competitive, and a great place to work. But having too many communications led to miscommunications, turning good ideas into bad ones. That's embarrassing with customers and colleagues. It was leading to burnout. Radical action is needed!

The Three Key Ideas

- Be polite, concise, and relevant.
- Listen, reflect, clarify. Wait before hitting Send.
- We can't change without changing. Be patient, try it out, evolve.

Internal: Now a big part of everyone's performance reviews

Teams chat:	For all daily communications!
Email:	Nope. Just for external communications. Really. See below.
Texting:	For trivial communications. Never after hours or vacations.
Intranet:	Visit it weekly. All posts go through HR
PM software:	For projects, not anything else.
Meetings:	Must have an agenda, purpose, 3 questions, notes. No Friday meetings
CRM:	Anyone interacting directly with customers will stuff the CRM full of notes
IRP:	Only for data and reporting, not person to person communications.
PowerPoints:	No animations! See templates and samples
Telephone:	For clarifications and sensitive issues
Emergencies:	Whatever it takes

External: Ask customers their communications preferences

Template:	We have lots of good communications template
Email:	For all regular customer and vendor communication
CRM:	A terrific way to get ahead of a customer's or prospect's needs!
Texting:	Nope (except maybe "Running 5 minutes late"). But don't be late
PM software:	Only for the biggest customers and vendors.
Meetings:	Same as for internal communications
Telephone:	Same as for internal communications
Social media:	All posts and messages go through Marketing

Development opportunities

- Read well-written books about writing!
- Our own marketing department (they're excellent writers)
- Take a turn on our new Communications Committee
- See our separate file management protocol (*Spoiler*: No more Excel spreadsheets)