



▶ Typical Examples

GOALS 2001
Count Down
Days Remaining Before
June 30, 2001
156
January 25, 2001

GOALS 2001
Count Down
Days Remaining Before
June 30, 2001
134
February 16, 2001

GOALS 2002
MAKE YOUR NUMBERS - WORK TOGETHER
359 DAYS BEFORE JUNE 30, 2002

▶ Why Structured Communications?

Alignment: Companies execute well when everyone in the company is aligned around a common vision, has common goals and understands how they fit into the overall picture.

A company can have a great strategy, fantastic tools, phenomenal resources and even great people – but if all those people are not properly aligned then results will always be lacking.

Random Communications Don't Work: How many times have you had a meeting, thought everything was agreed upon and then later on discovered that what you thought had been agreed upon had not been communicated properly (or at all) to everyone in the company – including the people who were critical for implementation.

Open door policies, management by walking around and “water-cooler” conversations all have their place and are very crucial but they all are flawed in that they are inconsistent in delivery. These are tools that need to be used for brainstorming and reinforcement, not the sole source of communications.

Communications Planning: As important as it is to plan out your strategy and develop an annual operation plan it is just as important to create a written plan for how the plan and progress gets communicated. This needs to take many forms including:

- Newsletters
- Intranet Sites
- E-Mails
- Group Voice Mails
- Regular Meetings
- Paycheck Inserts
- Direct Mailings To The Home
- Cascading Communications

▶ How We Can Help

Common Goals: Work to simplify your annual operating plan down into “manageable” chunks with simple, common goals for everyone. This will be the basis of the all communication details and updates. See examples.

Communication Ideas: Help create a written plan including what gets communicated, to whom, how often, by what method, who is responsible for creating the communication. Along with the plan we will work to streamline the process, build templates and provide training.

