Integrated Communication Plan

GLOBAL INTEGRATION™

www.global-integration.com

Introduction

Here are our suggestions for which technologies to use for a range of common communication tasks. Use these to create a communication plan using a range of appropriate technologies.

We will recommend particular technologies for particular tasks If you are not able to use the recommended technology or you want to try something different then choose the next best technology you can use.

If you have other technologies available or other team tasks you want to consider, you can add them to the grid yourself.

The Tool

Use the "star and spaghetti" concept that you will see in our e-learning modules on cooperation to identify whether topics are individual or collective and whether they require one-to-one communication or synchronous (same time) communication.

You may need to break the tasks down into specific topics you want to discuss or present. Some team meeting topics for example may just be information giving and can be done by technology or pre-reading. Others such as making critical decisions may need everybody involved and some may require a synchronous meeting either face-to-face or through webinar conference call.

The Tool *continued*

Remember to share this with your colleagues and get their input before you finalize your plan.

| Communication tasks	Face to face	Video	Web meeting	Telephone	Tele-conference	Email	Minimum frequency
Team meetings							
Regular reporting							
Regular catch-up with individuals							
Regular catch-up with team							
'In the moment' coaching							
Appraisal and career feedback							
Objectives kick-off							
"Virtual coffee"							
Storing team information							

* Virtual coffee may be a new phrase to you – this is the spontaneous "keep in touch" call to see how your people are getting on.

The Tool *continued*

In general, here are our recommendations

Communication tasks	Face to face	Video	Screen share	Telephone	Online / chat	Email	Shared drive
Team meetings	Best	Ok	Ok			For information sharing	
Regular reporting				For detailed discussion		Best	
Regular catch-up with individuals				Best	Ok		
Regular catch-up with team				Best			
'In the moment' coaching				Best			
Appraisal and career feedback	Best	Ok					
Objectives kick-off	Best	Ok	Ok				
"Virtual coffee"				Best	Ok		
Storing team information							Best
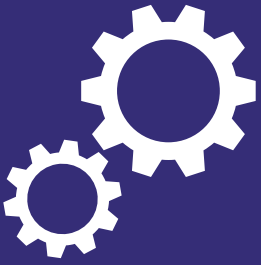
The Process

Take a moment to review the grid, identify which technologies you are currently using to perform these tasks and make a note of any other technologies you plan to try as part of your communication plan.

Use the blank grid to capture your ideas about preferred and alternative media and how often you plan to do this.

Share your thoughts with your team or discuss at your team meeting how you will integrate these technologies and principles into the way you communicate.

Conclusion

It's tempting to fall back on familiar technologies such as face-to-face meetings or email when we communicate. As new technologies come along it is useful to think about how they fit into your communication plan.

By moving tasks that don't require face-to-face contact into other technologies, we make more time for when we are face-to-face to concentrate on relationship building, conflict management, problem-solving etc. which may be best suited to a face-to-face discussion.