

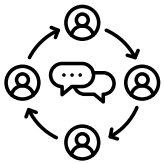
CHANNELS OF COMMUNICATION

Help teams in develop clear ways of working around communication channels

THE VALUE OF THIS TOOL



Increase efficient communication, which leads to less misunderstanding, frustration and conflict



Increase quality of communication which leads to better connection, relationships with higher trust.

USE THIS TOOL WHEN

1

A team wants to optimise their communication to increase connection and efficiency

2

Incorrect communication channels are being used resulting in wasted time

3

Remote working is putting pressure on relational bonds and causing impersonal communication

THE PROCESS

STEP 1

Understand the **4 levels of communication**

- Teams with strong connections and good relationships communicate more effectively and save time, **but this kind of connection only happens on levels 3 and 4.**



- The jump from level 2 to 3 requires time and trust, but because employees who can enter into **deeper levels of communication** have a **higher chance of influence and success.**

STEP 2

Understand when to use which **communication channel**

	IM	EMAIL	COLLABORATIVE TOOLS	VIDEO	PHONE	FACE-TO-FACE
GOOD FOR	Real-time updates	Updating large groups	Collaborative work and brainstorming	Meetings with dispersed teams	Urgent matters	Reaching a goal in less than an hour
BAD FOR	Conflict and discussing sensitive issues	Time-sensitive collaboration	Sensitive, one-to-one business conversations	Anything achievable over email or IM	Anything achievable with one of the other tools	Anything achievable over email or IM
WORKS WELL	Collaboration tools, video conferencing	Collaboration tools, meetings	Emails, meetings	Email, collaboration tools, phone calls	Video conferencing	Email, collaboration tools
COMMUNICATION LEVEL	Level 1 - 2	Level 1 - 2	Level 1 - 2	Level 1 - 4	Level 1 - 4	Level 1 - 4

THE PROCESS

STEP 3

As a team, decide on **guidelines for communication** and stick to them

- Use the template to draft your team's communication guidelines (see full template on website)

COMMUNICATION CHANNEL	GOOD FOR	BAD FOR	EXPECTED RESPONSE TIME
INSTANT MESSAGING			
EMAIL			
COLLABORATION TOOLS			
VIDEO CONFERENCING			
PHONE CALLS			
FACE-TO-FACE			