

Communicating Through the Noise

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Strategies for improving internal communication using a multi-modal approach.

Questions to answer:

- What do we want or need to communicate?
- When to communicate?
- How to communicate?

Mode	Time	Type
One on one Conversation	Immediate	Conversational
Phone call	Immediate	Conversational
Text Message	<1 hour	Two Way Broadcast
Private Social / App	Same Day	Two Way Broadcast
Signage / Digital Signage	Same Day	One Way Broadcast
Email	24 - 72 hours	Two Way Broadcast
Meeting	Daily - Monthly	One Way or Two Way Broadcast

EMAIL

Pros	Cons
Cheap	Can be complicated to setup
You can own the virtual and physical infrastructure	If you don't own the infrastructure, you are vulnerable
Easy to manage	Spam
Ubiquitous – little to no training to use	Easy to ignore
Ease of documentation / printing	Compatible with the outside world
Compatible with the outside world	File size limits
Email Groups	Can be seen as “old technology”

TEXT MESSAGING

Pros	Cons
Cheap	You do not “own” the conversations
No physical infrastructure	Documenting /archiving difficult to impossible
Hard to ignore	Hard to share
Ubiquitous – little to no training to use	Hard to ignore – the group texts issue
Compatible with the outside world	Compatible with the outside world
Hard to share	

PRACTICE MANAGEMENT SOFTWARE

Pros	Cons
You already own it	Hard to share
You own the physical infrastructure	Documenting /archiving can present challenges
You “own the conversations.”	Open to all
Open to all	Easy to ignore – have to go look
Not compatible with the outside world	
Hard to share	
Easy to manage	

SIGNAGE

Pros	Cons
Easy to make	You have to make it
Easy to manage	A broadcast only method of communication
	Takes physical space
	Easy to ignore – have to go look
	No documentation of receipt
	If signage worked none of us would speed

DIGITAL SIGNAGE

Pros	Cons
Easy to make	You have to make it
Easy to manage	A broadcast only method of communication
More likely to be viewed than traditional signage	Requires infrastructure if not already in place
Takes little space	Still Easy to ignore – have to go look
Possible infrastructure in place	No documentation of receipt
Constant reminder	

APPS

Pros	Cons
Easy to use – for the most part	Can have steep learning curve
High Functionality	Cost or “building on borrowed land”
No Infrastructure	Requires infrastructure if not already in place
Cool factor	

PRIVATE / CLOSED SOCIAL

Pros	Cons
Easy to use	Steep learning if not used to social
High Functionality	Cost or “building on borrowed land”
No Infrastructure	Requires infrastructure if not already in place
Cool factor	Blurring of boundaries
	Easy to miss / ignore
	Difficult to document

PRIVATE / CLOSED

Pros	Cons
More likely to be viewed than traditional signage	Can be complicated to make and manage.
Can be viewed from anywhere	A two-way broadcast method of communication
Highly flexible – video and pictures	Might Require Infrastructure
	Still Easy to ignore – have to go look
	No documentation of receipt

DAILY MEETING / HUDDLE / ROUNDS

Pros	Cons
Highly effective and informal	Difficult to handle anything that requires discussion
High Frequency	Can be very hard to make happen
Builds teamwork	Easily derailed
Quick	No documentation
	Need to be quick so limited agenda

WEEKLY MEETING

Pros	Cons
Highly effective and formal	Needs agenda, so requires preparation
Documentation	May need someone to take minutes
Builds teamwork	Can be difficult to overcome one-way broadcasting
Exchange ideas in a comfortable setting	Requires buy - in just for attendance
	Limited attendance to be effective

TOWNHALL MEETINGS

Pros	Cons
Deliver information in one hit	Really a broadcast medium
Documentation	Requires time and space
Allows for teambuilding	Attendance does not equal buy-in or even attention
	Requires significant preparation to be effective