

COMMUNICATION BEST PRACTICE

1. Clear accountabilities and objectives for communication are set company wide.
(Best Practice Companies establish communication requirements and measurable communication objectives for each level of supervision and management);
2. Regular employee climate surveys are conducted and communicated, and visible results, based on action plans, are achieved;
3. Senior management maintains a high profile among all employees;
4. Publications have a clear architecture, and each has a specific purpose, goal and audience;
5. Extensive face-to-face and two-way communication processes are practised, including permanent channels enabling employees to communicate proactively with management;
6. There is significant use of technology, with heavy emphasis on video communication, in order to speed up communication and shorten cycle time for understanding and change;
7. Management bonus compensation is tied, at least in part, to employee evaluation of communication performance and effectiveness;
8. Communication training is an ongoing activity for both communicators and management personnel.