

# ACTIVITY | Dial in a New Communication Channel



**GOAL** | To employ new communication channels to increase transparency and information-sharing.



## RELEVANT FOR

- Executive
- Middle Manager
- Supervisor



**DESCRIPTION** | We all know about the importance of communication, yet it is often what staff feels is lacking the most. So try a NEW approach to communication. Ask the following questions to discover a different way to communicate:

1. What do staff say they're not getting enough information about?
2. What communication channels are available (e.g., text, email, blogs, vlogs, podcasts, social media, newsletters)?
3. How can you increase two-way communication (e.g., listening sessions, anonymous "comment boxes," virtual or in-person conversations, leadership "office" or "coffee" hours)?
4. How will the new communication channel be implemented? Consider:
  - What channel will you use?
  - What will be communicated?
  - Who crafts the communications?
  - How frequently will the communications occur?
  - How will the communication channel consider access and equity?
  - What process (if any), will be used to vet the communications?
  - How will information gathered in two-way communication sessions be used/disseminated?
  - How will the communications' impact be assessed?



## MORE INFO

[NCWWI Communications Guide: How to Advance Organizational Goals Through Effective Messaging, Storytelling, and Public Relations](#)