Communication for a Successful RIM Program

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Why Does Communication Matter?
“You have to understand. Most of us think one thing, feel a second, say a third and do a fourth so we need notes to keep track of ourselves.”

- The Leadership Challenge by Kouzes & Posner

Communication:

The ability to influence the thoughts and actions of others to achieve the results you desire.
Our Steps Today

1. Know the message
2. Create a communication plan
3. Execute the plan
4. Evaluate

1. Know the Message

• Know what and why
• Listen to your customers
• Draft your message
• Keep the message simple
  – Nike
  – Netflix
Netflix Vacation Policy:

There is no vacation policy or tracking

Netflix’s Expensing, Entertainment, Gifts, and Travel Policy:

Act in Netflix’s best interest
“Act in Netflix’s Best Interest” generally means...

1. Expense only what you would otherwise not spend, and is worthwhile for work
2. Travel as you would if it were your own money
3. Disclose non-trivial vendor gifts
4. Take from Netflix only when it is inefficient to not take, and inconsequential
   - “taking” means, for example, printing personal documents at work or making personal calls on work phone: inconsequential and inefficient to avoid

2. Create a Communication Plan

- Take your message on the road
- Target key stakeholders
- Consider thought leaders
- Develop a marketing plan
Marketing Plan Basics

• Content or Product
• Know your customer/audience
• Cost
• Promotion
  – Method (meetings, email, flyers, etc.)
  – Timing
  – Frequency

Keep your customers in mind

• What’s in it for them?
• How will it help?
• How does it connect with the organization’s goals?
• What are the consequences for not going along?
• Give them “reasons to believe”
3. Execute Your Plan

• Put the plan into motion
• Set up milestones and metrics
• Plan update meetings if necessary
• Reinforce the message

Making Assignments

• Who is responsible for this?
• What are we doing?
• When is it due?
• Where is it?
• Why is this important?
• How are we going to do it?
4. Evaluate

- Plans and projects should have an end
- Meet with key stakeholders
- Learn from the experience
- Record learning for future use

Additional Ideas

- Give examples when communicating
- Reinforce and repeat the message
- See first-hand how the policy is being implemented
- Discover their pain and help
- Be a partner
- Try to make it fun
When in doubt, talk it out