

GUIDELINES FOR USING NEW COMMUNICATION TOOLS

COMMUNICATE EFFECTIVELY



Communication is key especially in crisis situations as we are now facing. Traditional communication channels such as meeting people face to face and social interactions cannot happen as before. Physical distancing is highly recommended to fight the COVID-19. However, it is critical that you communicate whether with employees or customers as this will ensure continuity and survival of your business.

How to effectively adapt your communication to the current situation?

Effective Online Communication

As we work from home and shy away from meeting with stakeholders and customers, we realise the importance of communicating as effectively as possible to ensure that we get the message that we want delivered across. Doing business online does not keep you from having to communicate with customers. In fact, it increases your opportunities and responsibility to communicate with them in a professional and effective manner. Some of the ways in which they in turn “communicate” with you online are highly public, such as in reviews and on your Facebook page, and if the communication is not positive, it can cause problems to your business. It becomes essential to have effective online communication strategies at your fingertips to manage your business.

Digital Communication

Communicating with your employees

Applying the four Cs formula helps you better hone the message that you want to get across. When communicating with employees it is essential to show concern and empathy which is recognised by the receiver. Thinking about how you want your employees to feel and behave after your message, will help you better structure your message. Please keep in mind your real intent when you send a message. It is important to choose the right words for an effective communication.

Digital Communication	
<i>Tips for better cohesion among your employees</i>	
The 4 C Formula	
Concern	Empathy, sensitivity, humanity come first.
aCtion	Demonstrate concern by actions taken to protect your staff, meet customer demands and expectations
Context	Give people perspective, a way of thinking about your actions.
Call to action	What do you want people to think, feel, say, do as result of message.

Tips for better cohesion among your employees

- The key to successful communication in a rapidly evolving crisis situation is regular updates.
- Provide short, sharp updates with a clear call to action (even if it is to repeat a key action).
- Counter panic and misinformation immediately.
- Use the medium/channel that is trusted most by your key, priority stakeholders.
- Video will be powerful and more effective - the more visual, the better.
- Choose a central communication hub, e.g. website, Facebook messenger, SMS, and stay there. Avoid the temptation to start something new in a crisis.
- Use reliable, trusted channels.
- Update/post at the same time every day, e.g. every 2-4 hours, or first thing in the morning, at lunchtime and at the end of the day.



Efficient Online Meetings

Tips for better cohesion in your online meetings among your employees.

Before Meeting

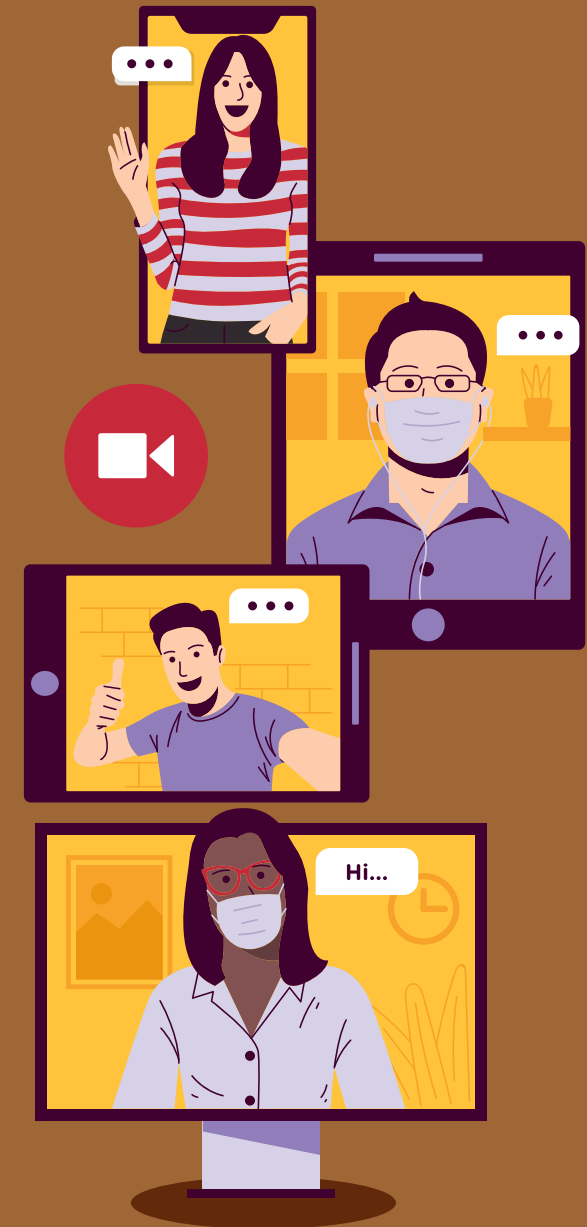
- Prepare and send an agenda for your next online meeting.
- Make sure that what you prepare and do aligns with the values of your enterprise.
- Make sure everyone confirms they can access the tools you plan to use beforehand.

During Meeting

- Delegate someone to chair the online meeting. Eliminate jargon.
- Use short sentences.
- Do not talk at the same time.
- Prepare and send an agenda for your next online meeting.
- Avoid negative language (eliminate don't, not).
- Speak in active tense.
- Choose an adjective that sums up people's feelings (e.g. we're shocked, we're committed)
- Thank every employee for their time and wish them safe.

After Meeting

- Summarise all the main points discussed in the meeting and send to all your employees concerned.
- Prepare a task list for employees concerned.



Tools for Collaboration

There are several free online tools that can be used to communicate. Find below some of the tools that can be used.

Video conferencing or virtual meetings

Video conferencing allows meetings and discussions to happen. You can thus monitor business progress and allow collaboration of ideas. This allows businesses to rapidly address business concerns and increase productivity.

Video conferencing has the following benefits:

- It enables immediate meetings and short notice meetings.
- It facilitates collaboration without an individual having to leave his/her office.
- It is very cost-effective.
- It allows for multi-point meetings based on various time zones.

Some free online Free Video Conferencing Tools

- Office 365 - Microsoft Teams – Available Free for the next 6 months
- Zoom
- Google Hangouts
- Skype
- Facebook Live
- YouTube Live



Tools for Collaboration

Below are some project management tools which can be used to better coordinate your activities.

- **TeamGantt** is project planning tool that offers competitively priced packages, or a free option that lets your team work on one project at a time.
- **Miro**: You can take advantage of a full set of collaboration capabilities, including video, chat, presentation, and sharing, to make cross-functional teamwork effortless and collaboration easier
- **Trello** uses a project-management system developed by a former Toyota vice president, Taiichi Ohno. Every task is represented as a card, which allows you to create a visual representation of what is happening with a project. You will also get access to unlimited boards, cards, members, checklists and attachments on its free plan.

You can search online for other project management teams that best suit your purpose.

Communicating with Customers

Nonetheless, communication does not happen only between and among staff but most crucially with customers. Faced with the consequences of the current global pandemic, here is a short checklist of questions to consider:

- What does the customer need to know?
- How will this affect the customer and are there any additional questions they will have as a result of this communication?
- On which channel does the customer want the communication to be effected?
- Does a message need to be sent immediately and if so, what is the best way to do it?
- How can I keep the customer updated frequently during this crisis?



The NPCC can facilitate the discussions for the modules where you need us most.
We can arrange for online discussions and group work.

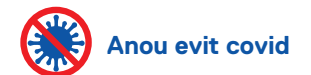
Contact us

fmcharlotte@npccmauritius.com



National Productivity and Competitiveness Council
3rd Floor, The Catalyst
Silicon Avenue, Cybercity
Ebene 72201
Republic of Mauritius
T: (230) 467 7700 F: (230) 467 3838
E: npccmauritius@intnet.mu
www.npccmauritius.org

www.npccmauritius.org/eps



[#merisienprodiktif](#)