

Ch3 | *Robust Communication*

Things to Think About and Discuss

It is important to take time and give the following questions some serious thought. Be very honest with yourself and think your answers through in detail. You might also find it valuable to gather several people from your organization to discuss these questions as a group, exploring how each of you might answer the same questions differently. These opposing points of view and alternative ideas are critical to developing quality answers.

- 1.** How is the current level of organizational communications impacting your business? Is it helping, or hurting your company's performance?
- 2.** In what areas of your organization do you need more transparency and information sharing?
- 3.** Describe how people are currently treated when they deliver negative or uncomfortable news. Is that productive? What are the ramifications?
- 4.** Describe how people in your organization currently deal with conflict. Is that productive? What are the ramifications?
- 5.** How well do you communicate with outside stakeholders: customers, shareholders, vendors, suppliers and partners? Is that productive? What are the ramifications?