

REAL-LIFE, REAL-TIME COMMUNICATION

Did you know that communication typically falls in the top three complaints in most employee surveys?

If communication is the same kind of lightning rod of discontent in your organization, Landes & Associates can help. Using an approach called **Real-Life, Real-Time Communication**, we can help you create a best-in-class communication system. It keeps employees connected with essential information when and where they need it, and aligns them with the key goals, priorities and strategies of your organization.

Creating that kind of system starts with an understanding that in today's complex, fast-paced organizations, communication is just too important to be left in the hands of professional communicators. That may sound a bit peculiar, but communication is more than a departmental function. It's really the central nervous system of the organization – and the communication systems that perform best are those that successfully link everyone into a rapid, real-time, interactive network for sharing information and knowledge.

Today, most organizations realize that they need more effective communication systems. Problem is, the substance of the messages too often gets lost in the flimsy trappings of "program-itis" that often accompany efforts to improve communication.

What does it take to make the switch from program to process, from spectacle to system? In the case of communication, you have to do a "reality" check. Does it work in *real* time—or does the "news" arrive two months after everyone already knows the facts? Does it convey *real* information and knowledge—or is it a sanitized or glamorized version of the facts?

What does effective communication look like in the *real* world? First and foremost, you have to stop thinking about communication as media and messages – and start thinking about it as systems and relationships built on the following essential characteristics:

- ◆ Interaction
- ◆ Availability & access
- ◆ Speed
- ◆ Relevance
- ◆ Inclusion
- ◆ Authenticity

Behind each of those characteristics is a critical set of design criteria for making them work successfully. Call us, and we'll show you how to get on track and in tune with **Real-Life, Real-Time Communication**.

