

REAL-LIFE, REAL-TIME COMMUNICATION

Would it surprise you to know that poor communication is one of the top complaints in most employee surveys?

Probably not.

If communication is a lightning rod of discontent in your organizations, Landes & Associates can help you create a world-class system, using an approach called **Real-Life, Real-Time Communication**. You will keep employees better connected with essential information when and where they need it, and they will be better aligned with the goals, priorities and strategies of your organization. What's more, you will be able to foster greater employee engagement and improved performance.

Creating that kind of system starts with an understanding that in today's complex, fast-paced organizations, communication is too important to be left solely in the hands of professional communicators. Fact is, 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.

Most organizations today realize that past methods of communicating with employee just don't cut it anymore. It's not fast enough ... not two-way enough ... not substantive and relevant enough ... not real and honest enough ... basically not enough of all the critical things that organizations need to keep their employees tuned in, turned on and focused on business success.

What does it take to shift to a system that really works? Start with a "reality" check, asking yourself some tough, serious questions. Does your system work in real time—or does "news" arrive days or weeks after everyone already knows what's really going on? Does it convey real information and knowledge—or is it a sanitized, glamorized version of the truth? Does it give people rapid, easy access to critical information, or are they frustrated trying to figure out where to go for what they need? Does it distribute information to everyone who needs it or just to those who happen to be in the loop?

What does effective communication look like in the "real" world? First and foremost, 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 of information
- Access to information
- Speed
- Relevance
- Inclusion
- Authenticity

Call us, and we'll show you how to get on track with Real-Life, Real-Time Communication.



ABOUT LANDES & ASSOCIATES

Landes & Associates is a management consulting firm specializing in performance improvement systems using a blend of marketing communication and employee engagement processes. The firm's president, Les Landes, is a nationally known expert on communication and employee engagement. He is the author of multiple published articles, as well as the business fable, "Getting to the Heart of Employee Engagement." He also writes a popular e-column, Inside Out, offering ideas and insights on aligning employee engagement with marketing communication.

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Rate your current communication functions

Add current communication functions, such as town hall meetings, newsletters, intranet, etc., below, and then rate their effectiveness using a scale of 1 (low) to 7 (high).

| | Interaction | Speed | Availability | Access | Relevance | Inclusion | Authenticity | Average Rating |
|-----------------------------|-------------|-------|--------------|--------|-----------|-----------|--------------|----------------|
| Example: Town Hall Meetings | 3 | 5 | 2 | 4 | 4 | 6 | 5 | 4.1 |
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| Average Rating | | | | | | | | |

Be sure to ask about our **FREE** assessment tool that you can use to score how well your current communication systems, processes and tools are working for you.