

Communicating Organizational Messages

As events happen in organizations, we often have the responsibility as PMs to share that with our teams. As you're planning for your communication, whether it's written in an email or a verbal presentation, keep in mind the purpose, content, structure, and how you are going to present the message to your audience. It's important to make adjustments based on the delivery method you choose.

Get the Point Across

Audience

All communication has a “voice.” Your voice is unique to you, and it varies with your audience. Think of it as the words and tone you use.

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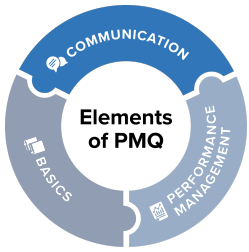
Written communication comes in all shapes and sizes. Make sure you're only including information that is appropriate for your purpose and your audience. As a rule of thumb, keep your written communication as brief as possible, but making sure to include three or four key points..

Organization

All written communication needs three sections: an introduction, a body, and a conclusion. In professional writing, your topic can be introduced with a simple sentence or even a subject line in an email. The body of your work is the main section. This contains the data and purpose of the writing. The conclusion is where you state a summary and, if appropriate, clearly state your call to action. Organize verbal presentations similarly and include compelling visuals when possible.

Executive Presence

No matter the audience or content, executive presence is a key to communicating well. You want to portray confidence, and openness to other points of view. Act decisively, speak clearly and concisely, and avoid unnecessary filler words. Aim to demonstrate competence, yet remain teachable.



Inform

As a people manager, you are often asked to inform your team about things that affect them, or the entire organization. For example, a new business policy, a rollout of a new benefit plan or an announcement of a new member to the team.

Persuade

Sometimes we communicate to encourage and motivate our audience to take action or to see things in a different way. Think about when you are moving from a traditional performance review to a quarterly review process. Or incorporating a new or different enterprise resource planning tool.

What's the outcome you want to achieve?

Call-to-Action

Often we communicate a message that requires action on the part of our audience, whether it's sending in expense reports, completing project deliverables on time, or even simply responding to meeting requests. Be clear about what you expect a result from the audience. The secret? Be brief, be clear, make it easy.

Connect

Connection is incredibly important in the workplace. All employees need to be very cautious when connecting via company emails or texts or social media. For this reason, the best way to connect and share stories with people is in person (or via video chat) at work.