Internal Comms for Remote Working

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“By 2020, digital natives, digital immigrants and the digital exiles will need to work in harmony and be fully enabled by technology if they are to deliver on shared business goals, against a backdrop of new working habits.”

Google 2018 Workplace 2020 report
“Microsoft sees huge boost to Teams with 44 million, with COVID-19 sending workers home” – USA Today
Internal Communication Challenges

Remote Working

- Systems i.e. how do I log on, where do I go for IT support etc.
- Ways of working i.e. flexible working schedules, projects running remotely
- Engagement i.e. how to keep engagement at team and company level
- Support i.e. where do I go for support related to the current situation

Forming ✔️ Storming ✔️ Norming Performing

Planning Channels Audiences
Tips/ideas for maintaining engagement in a remote working world

**Through the keyhole**
Encourage team members to do a short video of their home working environment without filming themselves and publish each morning and ask team members to guess ‘Whose WFH is this?’

**Make it human**
High fidelity communication like video for face-to-face helps retain that human touch. Also put in times for water cooler conversations, whether a coffee morning or Friday cocktails.

**Recreate work rhythms**
Remote working communications should mirror the flow of the workplace. It should also give structure i.e. encouraging team meetings at 10am and 4pm to build natural form into work days,

**Watch your body language**
You’ll be more effective if you speak slowly and clearly. Pause between thoughts to let participants process what you said. Maintain positive eye contact by looking at the screen at all times.

**Troop Talks**
Introduce a monthly “Troop Talk,” bringing together groups of 10 or more colleagues to cover a theme – e.g. the app you can’t live without. All take a turn talking meaning no awkward silences or people talking over one another.

**Avoid digital overload**
Beware the danger of digital overload. Technology can encourage over-communication and exacerbate miscommunication. It doesn’t yet replace face-to-face. Don’t let this new norm become permanent.
Get in touch to find out more!

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