Internal Comms for Remote Working

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contact@icplan.com

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"By 2020, digital natives, digital immigrants and the digital exiles will need to work in harmony and be <u>fully enabled by technology</u> if they are to deliver on shared business goals, against a backdrop of new working habits."
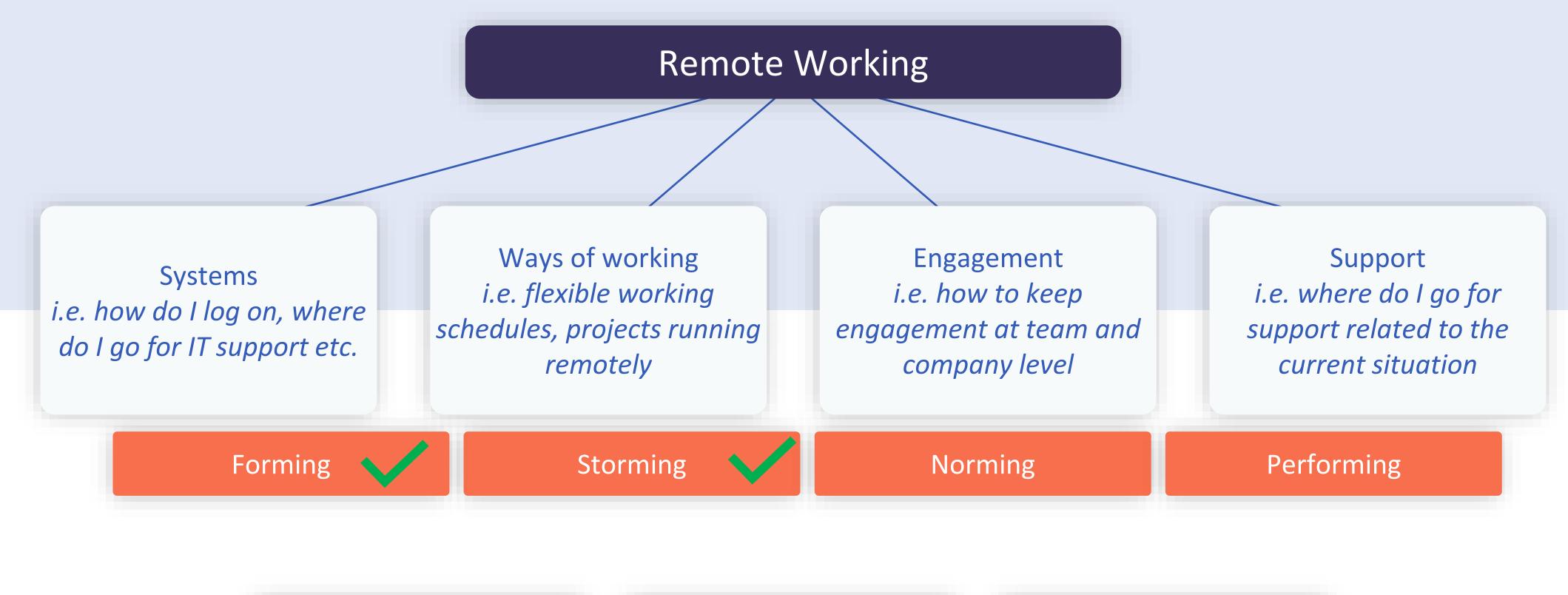
Google 2018 Workplace 2020 report

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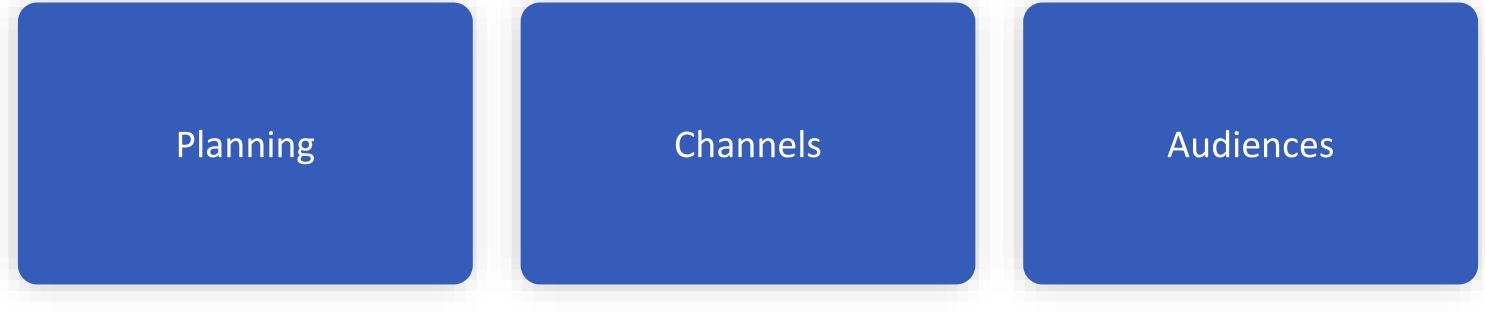# Internal Communication Challenges

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 |

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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.

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Get in touch to find out more!

www.icplan.com   daniel@icplan.com