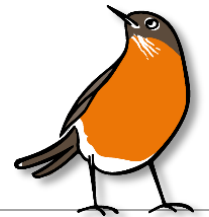


EFFECTIVE COMMUNICATIONS FOR LEADERS

As leaders, you have a major role to play in communicating the changes introduced to your teams as you transition to virtual or a flexible work environment. Here are some important points to remember to keep your teams engaged and connected.



EMPHASIZE WHAT MATTERS

Employees look to leaders to give direction and focus. Be clear and concise by sticking to key messages, setting clear expectations around roles and responsibilities, and using simple language to relay messages.



ENCOURAGE FEEDBACK AND QUESTIONS

Dialogue is the most powerful tool in communication; it allows employees to participate and helps them work through issues. Ensure there are opportunities for two-way dialogue. Encourage questions, maintain a regular cadence of one-to-one meetings, answer what questions you can, and get back to employees with answers later if you need to.

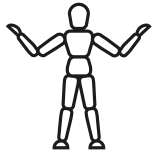
Listen to employees' questions, concerns, and ideas; this demonstrates that you value and respect their viewpoint.



DON'T APPROACH COMMUNICATIONS AS 'ONCE AND DONE'

A single meeting or communication will not be enough for employees to understand the transition to virtual work environment. Think of communication and behavioural change as a journey that is ongoing. Holding regular team meetings, using online collaboration tools, and providing frequent updates via social channels such as Teams or Yammer can encourage ongoing communication and discussion.

EFFECTIVE COMMUNICATIONS FOR LEADERS



MODEL THE BEHAVIOUR YOU WANT TO SEE FROM OTHERS

If you are asking yourself “Do I really need to change too?”, the answer is YES! Model the behaviours we want to see from others. Be knowledgeable about your workplace policies on working virtually. Remember that all leaders are accountable to each other for their own behaviours.



LEVERAGE YOUR COMMUNICATIONS STRENGTHS AND BE OPEN TO TRYING NEW COMMUNICATIONS CHANNELS

Everyone has communications preferences, and in this instance, we recommend communicating in the way that makes you most comfortable. For some this may be through email, for others it may be a combination of video and phone calls.

Here’s how to find the right mix of communication methods for your team:

- While there’s a flurry of collaborative tools available, we recommend using a minimum of 3 channels (for e.g. Microsoft Teams, Yammer and email).
- It’s always best to use a blended approach and take advantage of the tools you have in front of you to make sure your message is heard - communication in the workplace is highly saturated.
- Employees receive information in different ways. Reinforce your messages more than once to ensure your information is clear, consistent, and accessible for everyone.

