

Action plan



Identifying communication barriers in your business

Information is the lifeblood of your business. If your team isn't communicating effectively, you could be missing out on opportunities to win new business, give customers better service and be more productive. Recognising issues and finding where the bottlenecks or problems are will improve the health of your company.

- **Effort:** High
- **Impact:** High

Actions:

Talk to employees to identify pain points and moments of unexpected collaboration.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Team members have first-hand experience of communication barriers and will be able to share practical examples. Look for positives too. Chance collaborations are a great sign that those teams should be working together more often.

Look at what tools and processes are being used to share information and draw a simplified flow diagram of how they interact.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Auditing the current systems, including how they are being used in practice, gives you a more complete picture of what's involved and potential barriers. For example, there might be a missing link or duplication of data in two systems.

Check whether goals, your USP or other key knowledge has permeated your business.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** There's certain top-level information that everyone in the business should know, such as the USP of your main product or service. Asking team members from across the organisation if they're aware of a particular fact is a good litmus test of the quality of communication.

Action plan



Use the research gathered so far to identify three communication barriers that currently exist in your business.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Identifying communication barriers will help you understand where the problems are in your business and what you need to work on.

Prioritise which communication barrier you're going to solve first and plan the steps you will take next.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Once you've identified the barriers to communication, it's time to start fixing things. Start with what will unlock the most value and work with the team to plan the systems or processes that will remove the barrier.

How will I know if my action plan is working?

Way to measure success

Employee feedback survey.

Why this metric?

Team members are responsible for sharing information and can provide the best guide on whether or not the processes and tools are working efficiently.

How do I start tracking?

Survey your team when you start the process and follow-up when any changes you've made have had a chance to bed in.