

The Communication Toolkit

Tool	Application	When
Formal Documents	Project Definition, Status, Reports; White Papers; Plans; Procedures	
Dashboards (BPM Applications)	Near Real-time Business and Systems Status; Scorecarding	
Formal Presentations	Awareness; Briefings; Reviews; Training; Approvals	
Repositories	Reference information; Templates and Tools	
Six Sigma Newsletters	Achievements; Success Stories; Initiative Status	
Column in Other Newsletters	Achievements; Success Stories; Initiative Status	
Memos and Letters	Directives; Questions & Concerns; Answers	
Surveys	Employee Morale, Program Momentum, Customer Opinion, Supplier Information	
Videotapes	Personalized Records; Team-Building; Levity	
Face-To-Face	Questions & Answers; Understanding & Empathy; Reinforcement	
Impromptu Presentations	Knowledge Transfer	
Informal Discussions	Knowledge Transfer	
Meetings	Consensus building; group decision-making	
Telephone Calls	Private discussions at-a-distance	
Stories	Team development; Consensus-Building;	
Advertisements	Sales; Momentum; Alignment	
Trinkets and Mementos	Momentum-building; Rewards; Recognition; Team-building	
Congratulatory	Public Recognition; Support; Momentum	
eMail*	Private Discussions at a Distance; Directives; Group Communications	
Town halls	Consensus building; Catharsis; Diversity; Group Communications	
CEO memo to employees	Awareness; consensus building	
Posters and Banners	Advertising; Momentum; Alignment	
FAQs	Create a Common Language; Address Issues and Concerns	
Pamphlets	Mini-Tutorials - Reminders; Refreshers	
Brown Bag Lunches	Knowledge-sharing; consensus-building	
Intranet posting updates	Status; knowledge-sharing	
Phone hotline	Questions & Answers; Understanding & Empathy; Reinforcement	
Milestone recognition events	Recognition of Achievement	
Suggestion and question box	Anonymous Input; Catharsis; Diversity	
Quality quiz or crossword puzzle	Skills development; Levity	
The Bullhorn	Sometimes you just have to shout it from the mountain-top!	

* e-Mails are never completely private.