

# Mastering Communication Art



**3<sup>rd</sup>  
Session**



# Corporate Communication challenges

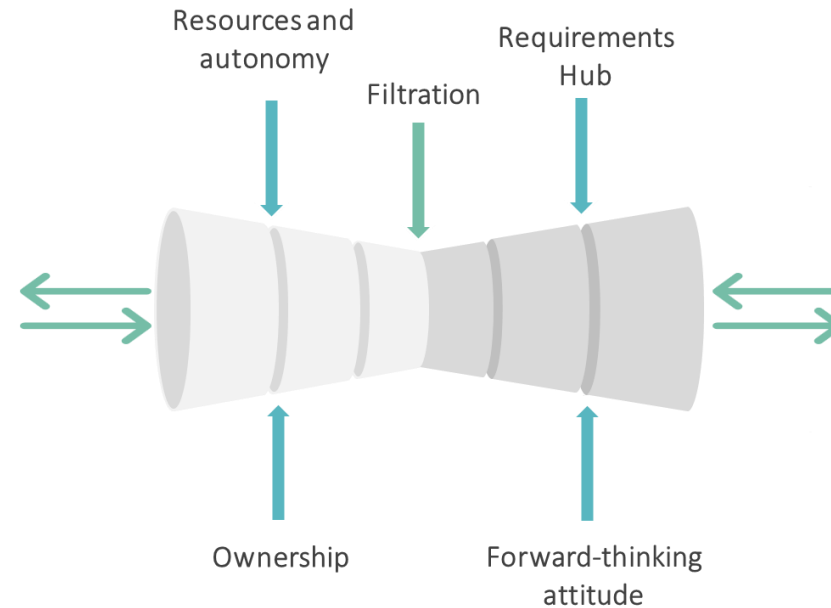
- Corporate Communication challenges**
  - Gate-Entry Challenges
  - Internal Challenges
- Three Cases Study**

# Corporate Communication Challenges

## Internal Communication

- 1-Leadership
- 2-Transparency
- 3-Alignment
- 4-Certainty
- 5-Feedback
- 6-Recognition
- 7-Communication Channel
- 8-Information Silos

## Gate-Entry Communication

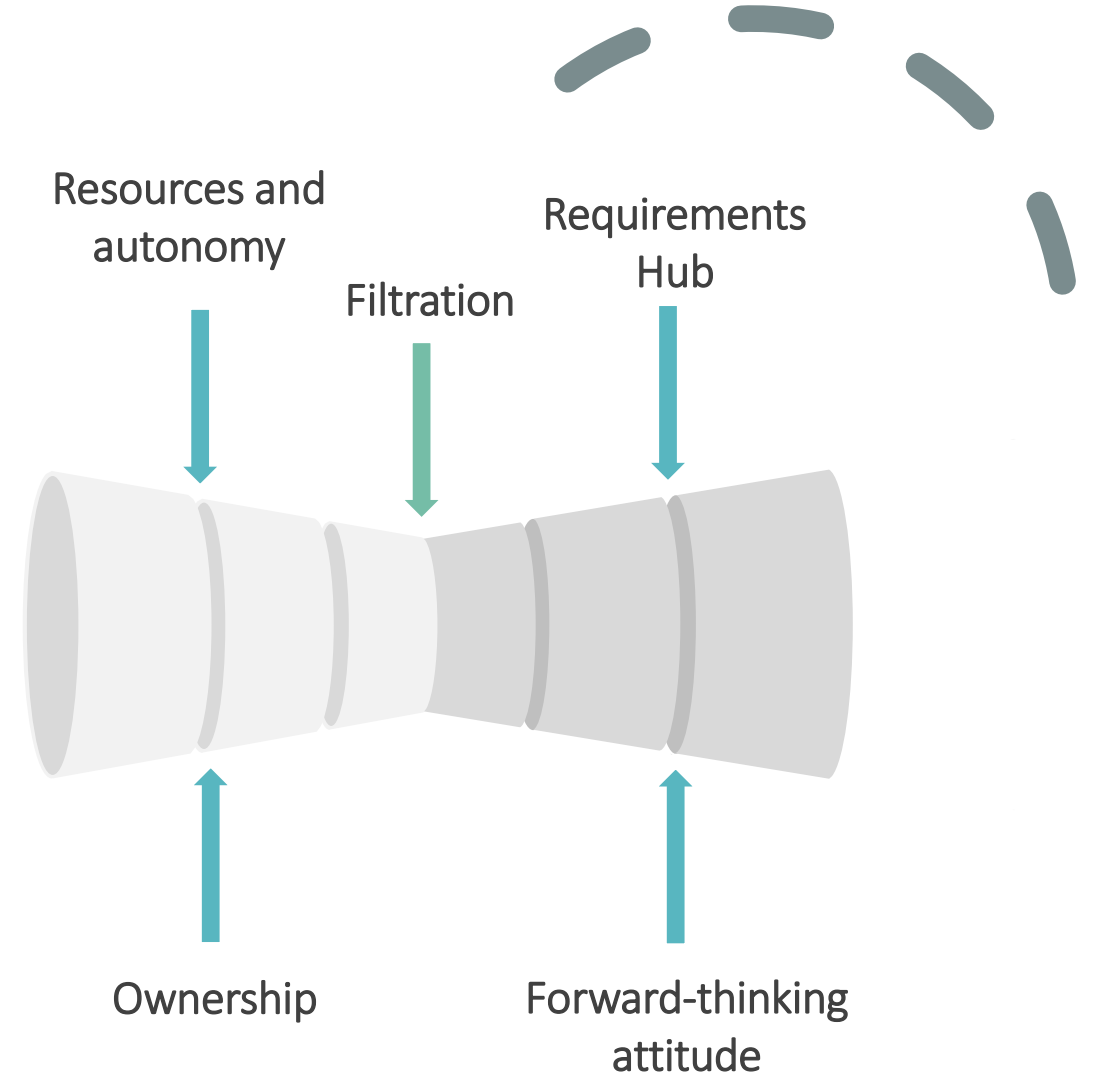


## External Communication

- 1-Pre-call planning ?
- 2-Limited questions (credit Card)
- 3-Under Communication
- 4-Fear of Details
- 5-Ambiguous Content
- 6-Interactive feedback

**Culture**

# Corporate Gate-Entry Communication Challenges





# 1-Ownership

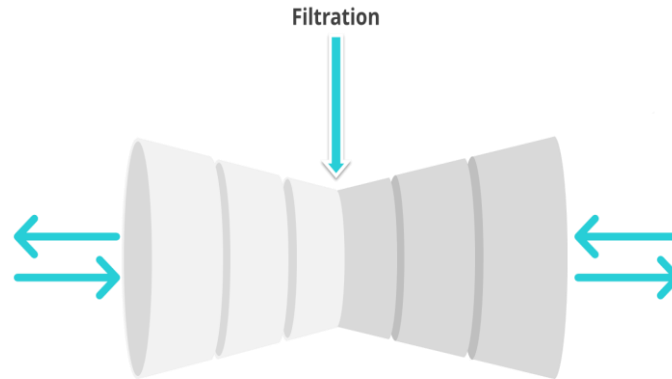
- Failing to develop a sense of Ownership at work. Leading to missing out on deeper connection and involvement in the work, as well as the organization's overall success. the daily work life would be just carrying out duties and meeting job obligations.

# 2-Filtration

(Two-way communication!)

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- Did I meet the brief expectations?
- Feedback from the production team about the brief?
- Did the project be delivered within the timeline?



- Do we have all the information you need?
- Feedback from the key account and the client about deliverables?



## 3-Forward-thinking attitude

- Current actions and behaviors will affect corporate future aspirations always, even little moves in the improper direction could result in significant consequences.

## 4-Requirements Hub

- Failing to fulfill requirements would cause delays, double the effort, and a loss of resources, assets, and money.







## 5-Resources and autonomy

- Project replication and standardization may be lost if project documentation is missing.
- Overcontrol will lead to losing job ownership, demoralizing your subordinates from the team, and overwhelm you with decisions you must take urgently all the time.

# GROUP DISCUSSION

We Can Improve The Way We  
Talk & Listen



# Case 2

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- The client ordered a floor plan with specifications, approved the quotation, and the project specification was cascaded to the responsible department.
- Upon delivery of the first draft for client approval, the client approved the design, and the department proceeded with the project upon delivery of the final project and going to produce the full floor plan, the team discovered the floor plan was containing artificial implant that makes the floor more elegant.
- Suddenly they discovered that there were more items to produce that did not involve the quotation and had to deliver the same design that the client approved. Resulting in more cost.





# Determine the following

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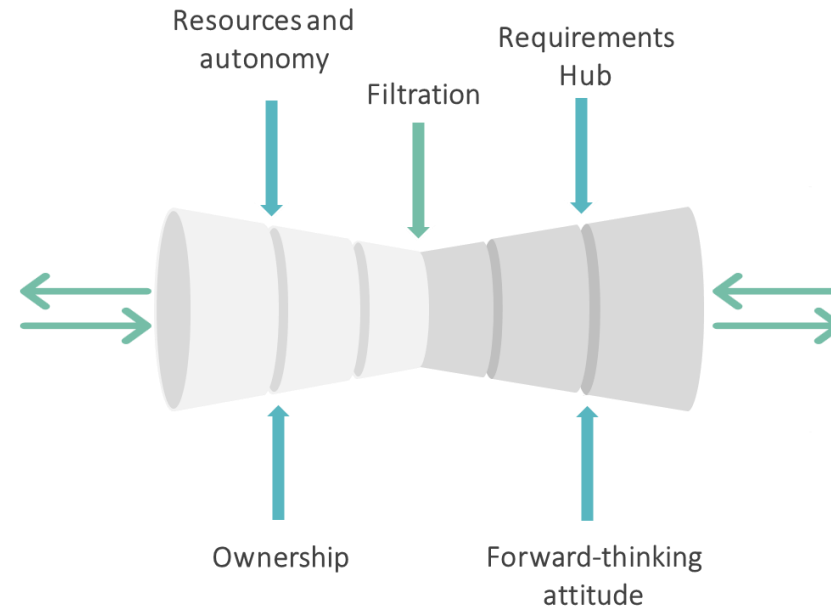
- Define Who is communicating to whom about what, how, and why? What was the goal of the communication in each case?
- Identify the communication error (poor task or audience analysis)? Use of inappropriate language or style? Poor organization or formatting of information? Other?)
- Explain what costs/losses were incurred by this problem.
- Identify possible Key actions that would have prevented the problem, and what benefits would be derived from implementing Key actions?

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## Gate-Entry Communication



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# Corporate Internal Communication Challenges

**1-Leadership**

**2-Transparency**

**3-Alignment**

**4-Certainty**

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**6-Recognition**

**7-Communication Channel**

**8-Information Silos**



# 1-Leadership

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- **A**: lack of leadership qualities will cause that cross-team harmony would fall apart and the project could be executed insufficiently.
  - **B**: Team dissociation, judgmental vibes, and a fear of raising inquiries occur from losing leadership qualities, the team won't turn to you for guidance, True leaders practice a Supportive attitude.



## 2-Transparency

- When the information about the projects isn't fully shared, Participants will feel unsafe, lose confidence, and trust.
- **A**: Leaders wallow, being skeptical, and become less comfortable communicating, which creates roadblocks.
- **B**: Employees make assumptions to capture information, leading to miscommunication. Sometimes, employees have started masking their mistakes.





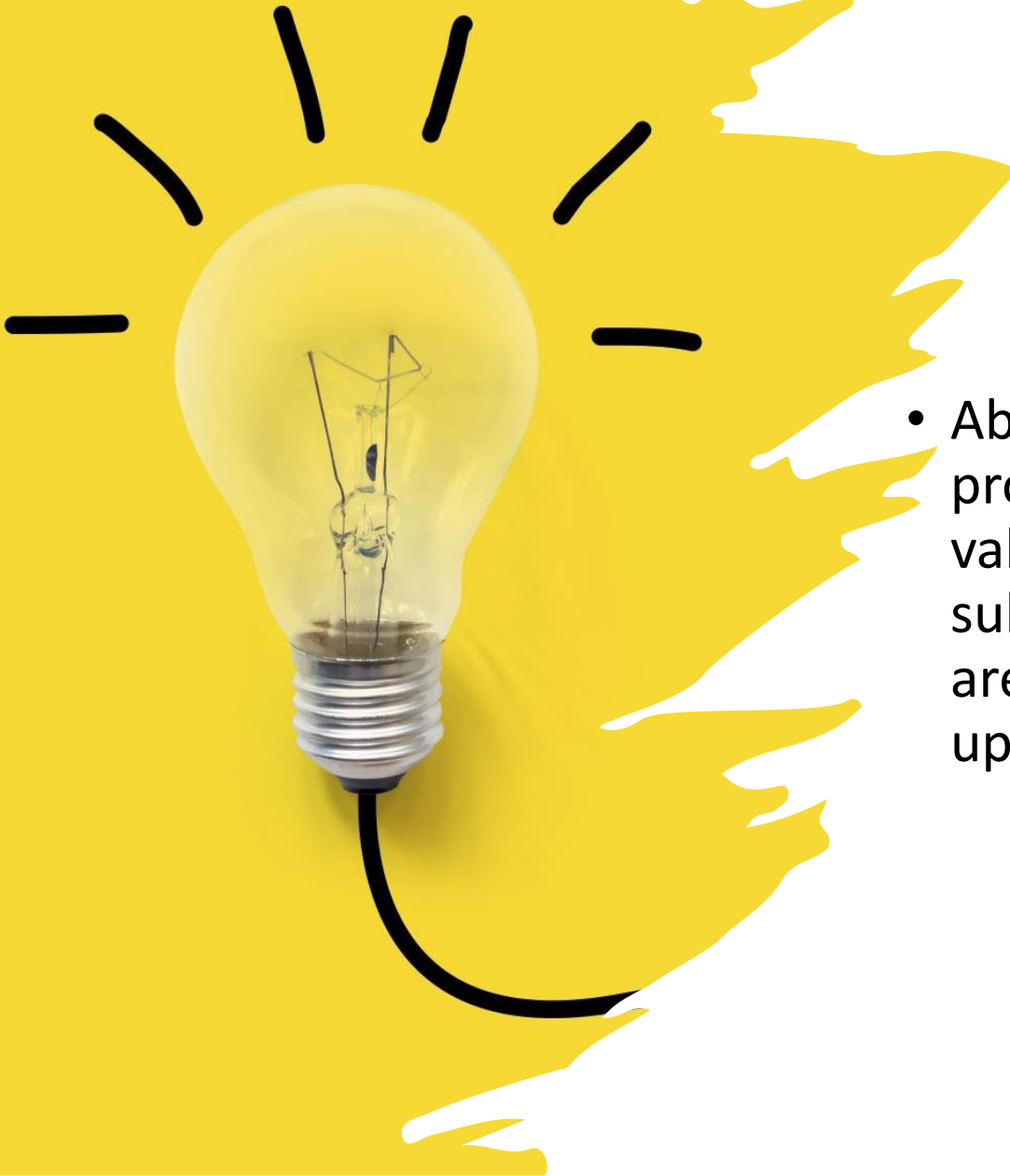
## 3-Alignment (Inter/Intra)

- Each member will negatively affect the others.
- The project process will be often altered, and it won't complete the usual phase, losing the project's broad scope, and all along the project, there will be doubt regarding how effective each contribution was.



## 4-Certainty (Inter/Intra)

- Things are assumed to be true but never verified. The situation is analogous to presuming what someone means to convey in a text message or email without considering the context.
- “We have a meeting this weekend at the office.”
- “We have a meeting on Saturday afternoon in the conference room at the office.”



## 5-Feedback (Inter/Intra)

- Absence of feedback all along the project processes, would deprive you of learning valuable information about the deliverables, subordinates' perspectives on the project, and areas for development, to consider in the upcoming projects.



## 6-Recognition (Inter/Intra)

- The fastest track to devalue, demotivate, and lose your team in important times is ignoring, which results in low-level team relationships.





## 7- Communication channel (Inter/Intra)

- There is no standard communication channel for the project, such as WhatsApp, Hangout, e-mails, drives, and Odoo.
- The documents would be lost, and messages would be misunderstood, losing confidence during project execution, even for further learning and development.



# 8-Information silos (Inter/Intra)

- Information silos refer to situations when information simply gets lost.
- Resources-Hub issue.

# GROUP DISCUSSION

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# Case 3

- The studio, L&D, and developers departments were given a project to create and execute a cycle meeting for a company; the departments understood the brief of the project; the tasks were assigned; work started; and work was nearly finished.
- During the week before the delivery date, they received an email from the Customer Success department containing recommended edits on the projects from the client; upon conflict, it was discovered that what had been accomplished by each department is not aligned with the others but matching their part of the brief.
- All teams start to feel depressed & loaded because they will work on tied timetables, and they start to blame each other for the situation





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# GROUP DISCUSSION

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# Case 4

- The team was delivering three projects at the same time, the first project held a deadline of ASAP.
- The second one was in this month.
- The third was opened on the ERP system without a deadline.
- The team hesitated and can not decide which project to start with they held lots of meetings, and they resulted in the same outcome the projects must be delivered ASAP.
- At 4:00 PM, one of the projects was made available too.



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**THANK YOU**