

# My Approach to Strategic Communication

**My Approach:** Honesty and hard work are two of my main values, and I give 100% in whatever I do. My aim is to contribute to any of the companies that I work with. I strive to reach a higher level of motivation within the teams, by emphasizing the relevance “why” statements and by being able to communicate openly within the team. I have spent most of my life working and thriving in a team environment, therefore I value teamwork and the incredible results that can come from it.

## Asking the Questions

### **WHY** do we exist?

## Finding the Answers

*This is a crucial part when it comes to strategic communication. When trying to find a company's why a lot of questions should be asked to share as much information as possible (the more information available the higher the chances of finding the right “why” statement. The first word of the sentence should be “what” not “why” because it will enable the individual to go in depth with the answers. For that same reason the questions should be open ended.*

*In case the why statement is clear, then we just need to assess whether the company's actions replicate their intentions that should be generated by the mission statement. If the actions do not, then a change needs to occur in the way the employers act to ensure that they truly represent the “why”. Otherwise, customers will lose faith in the company.*

### **HOW** do we fulfill our mission?

*The mission statement is there to remind everyone what they stand for, and what they are working to achieve daily, while the guiding principles are what will help the employees stay on track. I think the most crucial part is that everyone recognizes the mission statement and feels motivated by it.*

*If I were to help a team, I would first make sure that they can identify with the mission statement and the values of the company. Once that is established, I would focus on explaining that the mission statement is the reason why we take an action, while the guiding principles should help guide us towards the kind of actions that we need to take.*

### **WHAT** do we do?

*I think brainstorming could be a successful process. Team members can come up with ideas of their own. Before that idea is approved, they need to ask themselves whether that idea represents their “why”.*

*Perhaps the ghost framework could be a useful method of establishing plans. It would force the team to establish a goal, that would have to revolve around the company, and at the same time it will force them to come up with tactics, objectives, and strategies. Other frameworks could also be used, if the overall values, mission, resources, etc. of the company are kept in mind.*

## **WHERE** are we now?

*Ask our selves realistically where do we stand? Are we taking actions that help us fulfill our goals or not? If yes, what can we do better? If not, then, what is stopping us? If communication among workers is not clear, that can add up in time and cause considerable issues, could keep company from fulfilling its goals. I would listen to workers and to their opinions, that way localizing the issue should be easier. Also, listen to the consumer. Perhaps they will have something to say about customer service. Any feedback will give you a better idea of what needs focus and what does not.*

*This analysis will depend from case to case. But it is important to look at the external factors and whether our objectives are smart and even achievable. Therefore, establish a base line of the necessary data that will look at: the competition, economy, target audience, location, resources, etc. Maybe you have the right plan, and the company is taking all the right steps, but the target audience is lacking focus.*

## **WHERE** do we want to be?

*The first step would be to visualize what this team wants to achieve long term. You should always have a big, long term goal, which will help you guide your steps according to this vision that you have. When you do this visualization, you should picture the potential outcomes in an ideal situation. Second step is to formulate that goal with the team, and everyone must agree on it. Next step is to establish the objectives.*

*The objectives will help break the process of reaching the goal into smaller steps, therefore, they need to be smart (specific, measurable, achievable, realistic, and time specific). It is crucial to keep all these aspects into account, as they will ensure accountability and dedication.*

## **HOW** will we use communication to get there?

*Communication is a key factor when it comes to achieving success within a team. It is important to share the same values and to be motivated by them and the overall mission statement of the company. Those factors are very important and even though everyone is different, those aspects should help bring everyone together.*

*Once team members establish their goals together, it is through communication and brainstorming that objectives are being formed. The more communication is encouraged at the workplace (and the more effective it is), the higher are the chances that the team will be successful (they will feel more comfortable to share thoughts and opinions with each other).*

## **HOW** will we know if our efforts are working?

*In my opinion the objectives will help them keep track of whether they are on the right path or not. Each objective should be conquered one at a time, therefore, it will be more effective to focus all resources on one specific objective at a time.*

*I find it very important for it to be a team development and then hopefully a team achievement. In case things do not go according to plan, you can always go over the process with the team and gather feedback to help determine the problem. That way you have more than one or two voices to gather information from.*

*Statistics analysis, data, customer feedback*