

Communication GAME D

Channel Management

4 Sessions

Course Outline

Each session contains 90 minutes of learning, and we top and tail them with 10 minute segments to aid the learning continuity between sessions.

Session 1

Channel Mix principles, purposes and set-up

The Timeliness and Accessibility of every communication are inevitably going to be affected by your channel mix. So we'll look once more at the principles and purposes we need to fulfil to make the mix DFVP. And we'll map out all the factors you need to take into account to fulfil those purposes.

Session 2

Learning the Communication Game Channel Manager

Many people have to carry round a lot of information in their head when it comes to working out the right channels to use. And clients may have pet desires which aren't appropriate, and may make unreasonable demands.

In this session we'll introduce a Channel Management tool which does all the hard work, and enables you to lead clients to DFVP answers every time.

Session 3

Refining the Communication Game Channel Manager

Now you can start tailoring the Channel Manager so it reflects your organisation's specific set up and needs. You'll be able to use it to review your current mix and identify any gaps, overlaps or redundancies for both

- disseminating information to everyone in a timely and accessible manner, and also
- maximising the possibility of any employee to provide timely feedback wherever they happen to be.

And you can take the tool away with you, refine it further, and use it in client meetings to identify the most viable channels for any and every communication.

Session 4

Introducing new standards & rules

You need to be able to show your workings with these three practices as well, so as to give yourself the best possible chance of people following the standards.

In this session we'll walk through both the documentation of the rules, and the workings out which underpin them. And we'll discuss the practical concerns you may have about implementing these standards – so you can introduce them with justifiable confidence.