**President**-

(To everyone)

Good Morning everyone. We know that due to the pandemic it is not as easy to communicate as we used to before the pandemic. So today, as we know in this fast-growing era, we all need to always stay ahead in the competition. Make sure you know what may add value to our integrated marketing strategy, so we can test new tools and strategies that may align with our target audience.

In my opinion, there is a lot of concern regarding the miscommunication issues in our company. It's now time to introduce new communication. I would like you all to share your policies/views on this issue/topic.

We begin with the marketing department.

**VP (Marketing)**

BETWEEN VP MARKETING AND HR MARKETING

**VP MARKETING:**

I would like to bring to the notice of our president, MS. Tanvi Nimbalkar, that the communication scheme in our marketing department is not up to the mark, so we have some policies for improving communication strategies early on to establish boundaries and achieve desired outcomes.

I would like to start with visual communication:

I think that we should give more emphasis on visual communication, as it is a lot easier on the eyes and the mind as words tend to be tiring to process after a certain point in time.

So in my opinion, with the right tools, it is possible to display a larger volume of information in a way that most people can reference and understand. So this makes it easy to communicate

After this VP MARKETING AND VP HR’S DISCUSSION ON MULTICHANNEL

Multi-channel [VP (MARKETING) AND VP (HR)]

**VP MARKETING:**

I would also like to add that,

I think to make sure that every member receives the message, we need to send it through multiple channels.

Some highly effective channels to transmit messages are face to face conversations, meetings, portals, memos, emails, a mobile app, etc

Between VP HR AND VP MARKETING;

Yeah IN support of what the VP OF MARKETING DEPT said, I think

One of the biggest reasons to invest in multichannel communication is because it will increase your ability to reach out to employees where they are already spending their time.

This allows us (the company) the flexibility to reach workers on their preferred channel, and we will engage deskless and frontline employees as well. This makes them feel a part of the company and hence increases productivity and engagement.

Some employees prefer SMS, while others may prefer calling or speaking with a real person. In any case, reaching out to our employees where they are will allow you to improve your overall communication experience.

 You’ll also have an easier time gathering feedback since employees are more likely to answer surveys on the platforms they use most often

THEN AGAIN DISCUSSION BETWEEN VP MARKETING AND MANAGER MARKETING:-

MANAGER MARKETING ELABORATES ON WHAT THEY SAID TO NY VP ABOUT VISUAL COMMUNICATION:

**Manager (Marketing)**

Yes, I agree with my VP on the previous point about visual communications. We can also use other tools for visual communications like graphical representations, animations, video representations, and slide presentations. As our company is lacking in frequent communication with our employees, emphasizing video meetings is necessary. We must put more effort into using the other tools for communication such as Google Meet, Zoom Meetings, and Microsoft Teams. In my opinion, we need to meet each other more frequently face to face or through video conferences to improve communication among the employees. Thus, we can conduct more physical meetings along with video conferences to discuss things to be done in our workspace. Meeting face to face can also help everyone to see facial expressions and body language to fully understand each other. And with the help of these video conferences, employees staying in remote areas can also easily attend meetings anytime. Along with that, we can also record our video meetings if any employee fails to attend them. This way there will be a platform just to communicate with the employees and we will be able to avoid any obstacle while delivering the instructions to them.

**VP (HR)**

After much research and considering the effects of the pandemic we are planning to form a new special team responsible for the communications inside the company.

The HR department has been busy recruiting and managing the employees, but it has been difficult for them to communicate. Hence there have been multiple instances of miscommunication.

 Following the effects of the pandemic, there has been a significant loss in the number of jobs and the HR department is overburdened with recruiting employees, solving their queries, payment issues, etc.

To counter this, I propose that we form a special team responsible for communication known as the Internal Communications Team (ICT).

They will formulate a hybrid model and create a network to communicate with the employees, which primarily includes developing a mobile app. A mobile app benefits in communicating better in several ways. India is the biggest smartphone market in the world, so the majority of our employees use smartphones. Through the app we can clear the cluster of forming multiple WhatsApp groups, we can reach them faster through instant notifications, etc. we can also sync the app with Google Calendar, which enables all employees to access, plan and execute meetings effectively.

The training will be provided to employees on how to operate in this network of communications and with the hybrid model.

A psychologist/therapist will also be a part of the ICT. The employees state their problems more openly and the team can understand and solve them accordingly.

The frequency of collecting feedback SHOULD also be increased. Feedback is very important and will be collected through various methods such as Google forms, communicating with the ICT, a suggestion box, through the company mobile app, etc.

We are also planning a free vaccination drive for the employees.

**Manager HR**

Talking about vaccination drive as stated by VP (HR), I think this will enable the employees to work from their offices, which in return means that there will be fewer chances of misunderstanding and their queries will be solved much faster leading to better communication as they will all be under one roof.

**MANAGER (OPERATION):**

As the vice president of the HR department said there should be a vaccination drive. I agree with the point. Like the majority of people would be able to come and communicating with each other would become easier.

**Manager (HR):**

I think we should also give training to new employees, it should be communicative of their job roles and details about the company.IT would help us in further communications. If you find that a lot of your new hires are coming to you every half an hour asking the same questions, that’s a sign that your training isn’t up to scratch.

**VP (Operations) - Nandana**

I would also like to suggest putting more effort into listening to our employees. As most communication strategies don't involve talking. Yeah, sounds a bit counter-intuitive but there's no way that you can have productive communication with someone if you haven't heard what someone has to say. As we discussed earlier, employees need to be heard. So in my opinion, listening to what they have to say may be more than an eye-opening experience. Listening to them would not only boost our communication in the company but will also contribute to the company's progress and innovation. Along with listening, the goal should be to relate and understand the emotions behind it. We must try, not to get confrontational or inspire fear of retaliation. Talking about innovation, it’s really necessary to take views from our employees regarding their ideas. If we listen to them, they would know that they are being heard which will increase engagement and productivity too. I would like to ask Ms. Vandana Padhi (manager of the operations department) to share some different ways on how we can implement this policy.

After this Vandana will elaborate on this policy by stating the ways to implement it.

**Manager (Operations) - Vandana**

1. As Ms. Nandana Nair said that the employees need to be heard, it is good to have an open environment for the employees to work and grow. This is necessary because employees should be aware that they can reach out to us whenever a problem occurs or even just to give suggestions and feedback. This ensures that employees are in a comfortable environment to reach out to us even when they have made a mistake.
2. Ability to actively listen to employees is the mark of a good manager. We should not assume that we know exactly what our workers are feeling. Thus we need to check in on them individually, asking questions and then listening with an empathetic ear. If we don’t think our staff members are ready to blurt out concerns or ideas in a public or even private forum, surveys are a great way to start off points. Engagement surveys help measure how much our employees are invested with the company and where we can look to improve. This can be offered on a routine basis to see how and if progress has been made.

**VP (OPERATIONS)**

Yeah! That's right, Ms. Vandana.

So we can implement this policy by keeping in mind these different ways of listening to our employees’ for effective communication as mentioned by Ms. Vandana.

**PRESIDENT:-**

 I am quite impressed with all the ideas that have been put forth and appreciate the efforts. The ICT idea stands out and sounds more effective to improve our communication strategies. We can take that idea forward and make it work. TODAY’S SESSION WAS A SUCCESSFUL ONE. WE CAN COUNT THIS AS OUR FIRST STEP TOWARDS IMPROVING THE COMMUNICATION STRATEGY. The very best teams are characterized by a strong desire to do better. I can truly say that this team is a prime example of this.

***THANK YOU***

Dialogues(VP HR)

(Introduction)

1. After much research and considering the effects of the pandemic we are planning to form a new special team responsible for the communications inside the company.
2. The HR department has been busy recruiting and managing the employees,but it has been difficult for them to communicate.Hence there have been multiple instances of miscommunication.
3. Following the effects of the pandemic, there have a significant loss in the number of jobs and the HR department is overburdened with recruiting employees ,solving their queries,payment issues etc
4. To counter this,with I propose that we form a special team responsible for communication known as the Internal communications team (ICT).
5. They will formulate a hybrid model,create a network and a multi-channel approach to communicate with the employees which includes developing a mobile app.
6. This allows us(the company) the flexibility to reach workers on their preferred channel, and we will engage deskless and frontline employees as well.This make them feel a part of the company and hence increase productivity and engagement.
7. We are also planning a free vaccination drive for the employees. This will enable the employees to work from their offices ,which in return means that there will less chances of misunderstanding and their queries will be solved much faster leading to better communication as they all will be under one roof.
8. The training will be provided to the employees on how to operate in this network of communication and with the hybrid model.
9. A psychologist/therapist will also be a part of the ICT . The employees state their problems more openly and the team can understand and solve it accordingly.
10. The frequency of collecting feedback has also been increased. Feedback is very important and will be collected through various methods such as google forms,communicating with the ICT , a suggestion box, through the company mobile app,etc.

For eg:- if we want to send updates to a security guard and he doesn’t have the required means (eg. Touch screen phone for downloading a particular app), in that case we send sms to him as they are easily accessible. This makes communication more user friendly and comfortable.

As Vine, Instagram, or Snapchat are new to the market, many brands think it is something they need to be on, but there is no point putting time and effort managing it if your customers are middle aged men that won’t engage with you on there.

Do not use a channel just for the sake of it — be strategic in your thinking

Collecting feedback becomes easier as well.its like a virtual feedback box