

CHECKLIST

WAYS TO COMMUNICATE

As you will see in this checklist, there are dozens of ways to communicate. Challenge yourself to consider how you can use any of these tools to improve your relationship with employees, clients, customers, investors and other stakeholders.

1. Written Materials

- | | | |
|----------------------------------------------|----------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Memos | <input type="checkbox"/> Books | <input type="checkbox"/> Postcards |
| <input type="checkbox"/> Newsletters | <input type="checkbox"/> Magazines | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> Surveys | <input type="checkbox"/> Advertisements |
| <input type="checkbox"/> Letterhead | <input type="checkbox"/> Instructions | <input type="checkbox"/> Catalogs |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Handbooks | <input type="checkbox"/> Slogans |
| <input type="checkbox"/> Brochures/Pamphlets | <input type="checkbox"/> Financial Reports | <input type="checkbox"/> Contracts |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Annual Reports | <input type="checkbox"/> Perf. Agreements |
| <input type="checkbox"/> Booklets | <input type="checkbox"/> Pie Charts & Graphs | <input type="checkbox"/> Paper Style/Color |

2. Meetings, Etc.

- | | | |
|---------------------------------------------|------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> One on One | <input type="checkbox"/> Lunch Meetings | <input type="checkbox"/> Grievance Systems |
| <input type="checkbox"/> Group Discussions | <input type="checkbox"/> Dinner Meetings | <input type="checkbox"/> Open Door Policies |
| <input type="checkbox"/> Team Meetings | <input type="checkbox"/> Speeches | <input type="checkbox"/> Tele-Conferencing |
| <input type="checkbox"/> The Grapevine | <input type="checkbox"/> Seminars | <input type="checkbox"/> Video-Conferencing |
| <input type="checkbox"/> Breakfast Meetings | <input type="checkbox"/> Conferences | <input type="checkbox"/> Focus Groups |

3. Individual

- | | | |
|-------------------------------------|----------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Dress | <input type="checkbox"/> Body Language | <input type="checkbox"/> Smell |
| <input type="checkbox"/> Intonation | <input type="checkbox"/> Eye Contact | <input type="checkbox"/> Facial Expressions |

4. Telephone

- | | |
|-------------------------------------------------------------|----------------------------------------|
| <input type="checkbox"/> Voice Mail Systems | <input type="checkbox"/> 800 Numbers |
| <input type="checkbox"/> Interactive Voice Response Systems | <input type="checkbox"/> 900 Numbers |
| <input type="checkbox"/> Pagers | <input type="checkbox"/> Telemarketing |

5. Computers & Technology

- | | | |
|-----------------------------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> E-Mail | <input type="checkbox"/> Screensaver | <input type="checkbox"/> Web Sites/Internet |
| <input type="checkbox"/> CD-ROM | <input type="checkbox"/> Multimedia | <input type="checkbox"/> Intranet |
| <input type="checkbox"/> Geographical Information Systems (GIS) | <input type="checkbox"/> Global Positioning Satellites (GPS) | <input type="checkbox"/> Internet Message Boards |
| <input type="checkbox"/> Push Technologies | <input type="checkbox"/> Virtual Simulations | <input type="checkbox"/> Internet Video Cams |
| | <input type="checkbox"/> E-Zines | <input type="checkbox"/> Contact Management Program |

6. Facilities

- ☐ Design/Layout
- ☐ Lighting

- ☐ Colors
- ☐ Art

- ☐ **Access**
- ☐ Flexibility

7. Miscellaneous

- ☐ Cassettes
- ☐ Videos
- ☐ Awards
- ☐ Bonuses
- ☐ Media Articles
- ☐ Public Relations
- ☐ Closed Circuit T.V.

- ☐ Fax-on-Demand
- ☐ Suggestion Systems
- ☐ Bulletin Boards
- ☐ Bus Benches
- ☐ Billboards
- ☐ Sales Force
- ☐ Satellite Transmission

- ☐ Symbols
- ☐ Trademarks
- ☐ Service Marks
- ☐ Giveaways
- ☐ Community Activities
- ☐ Aroma
- ☐ Stories/Fables

Communicating is an art – no doubt about it. The challenge in all of this is to establish a “one-to-one” relationship. As heard recently, people are “drowning in information – yet, thirsting for knowledge”. By making all your communications permissive and mindful, you have the key to personal and business success.