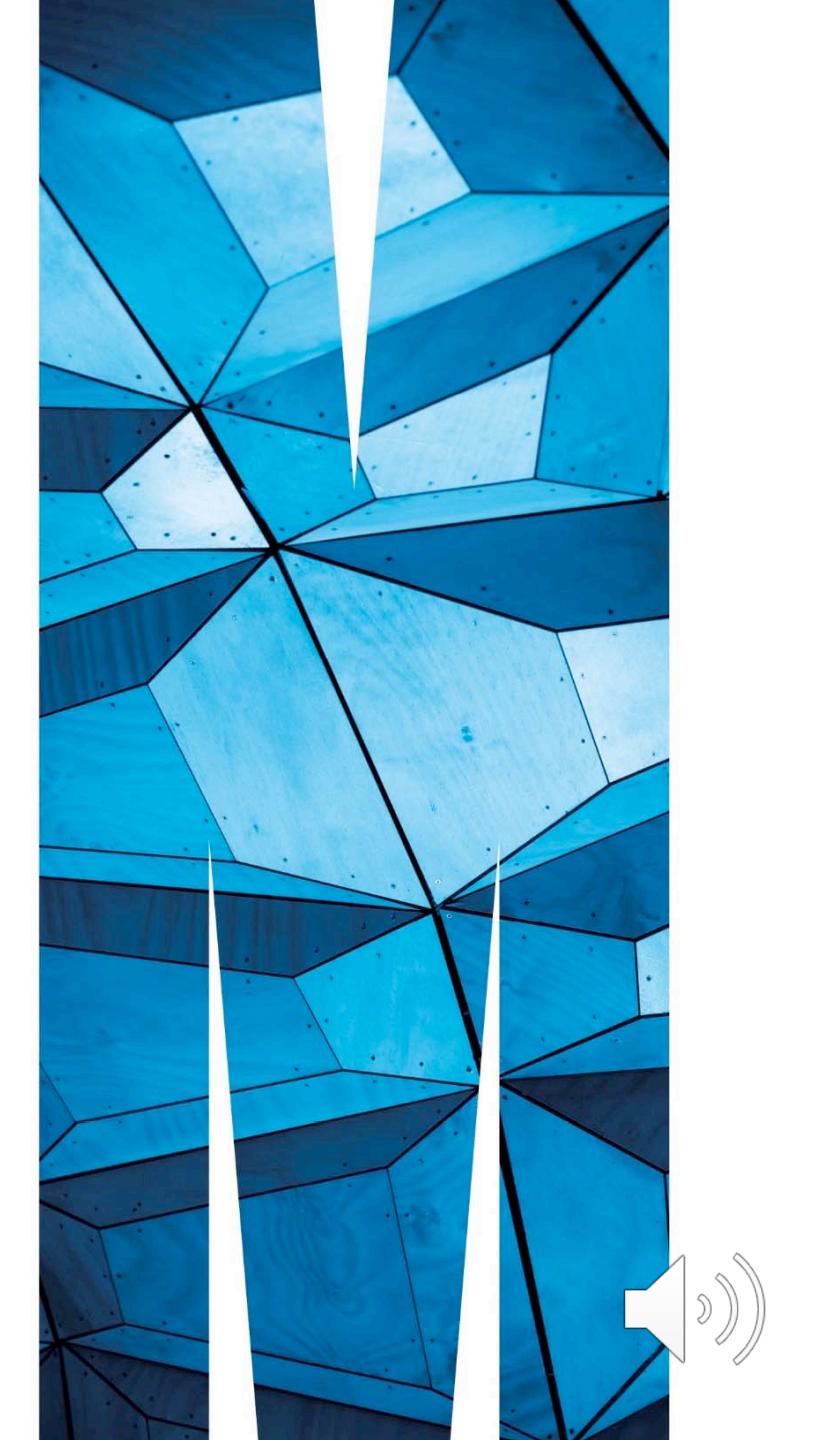
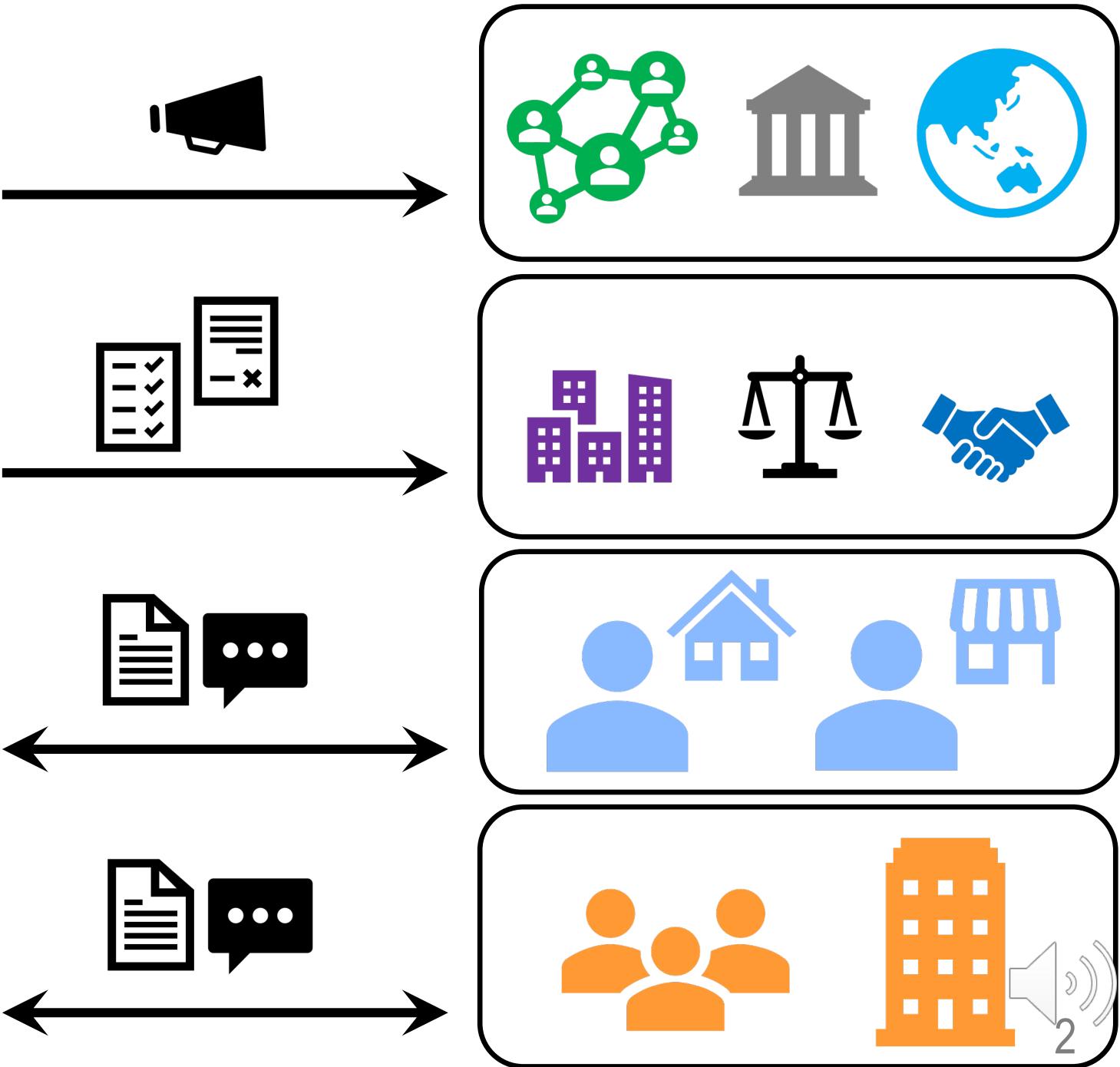
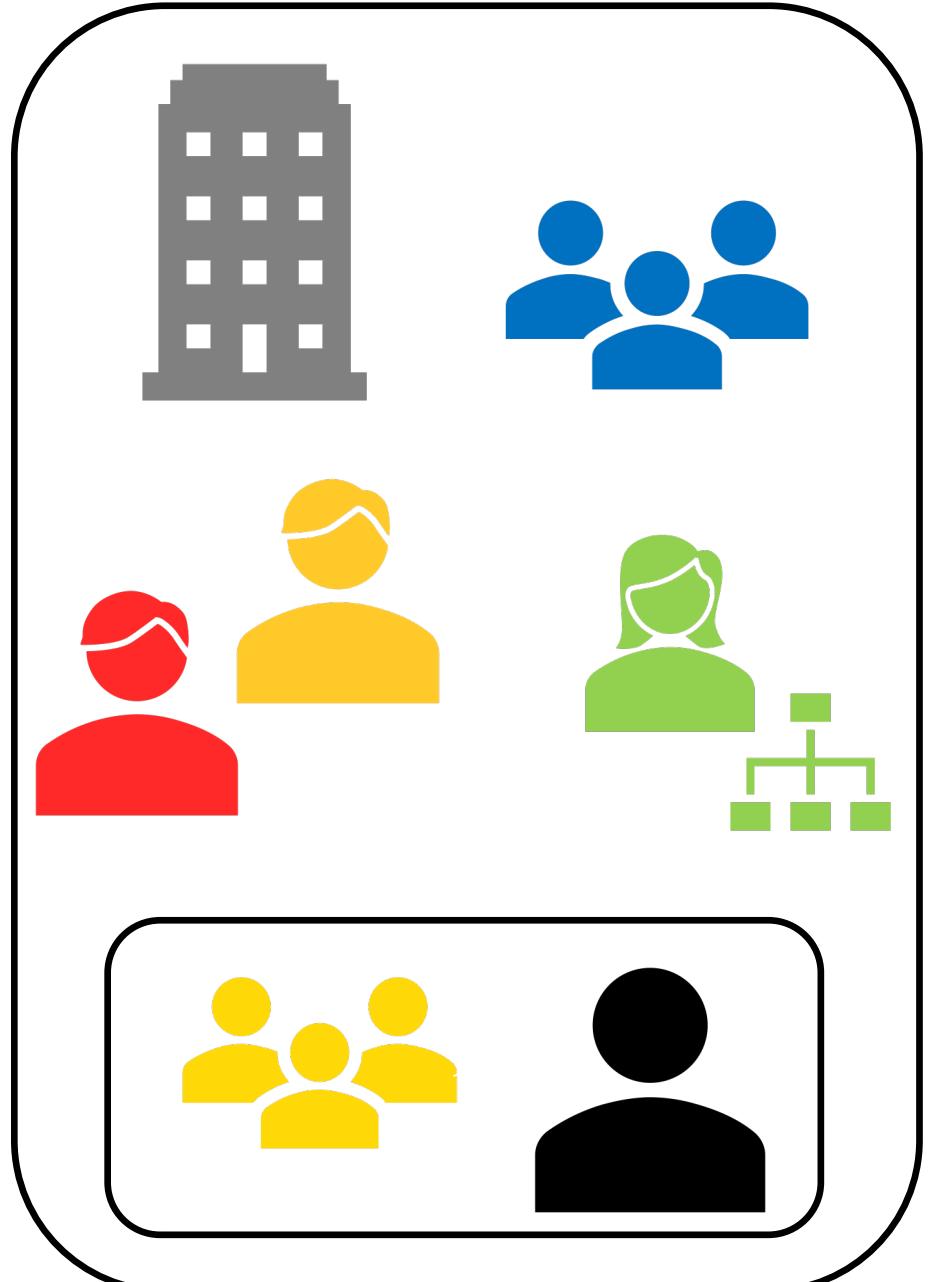


FIT1049: IT professional practice

Week 10 Wrap-up: Organisational
communications and stakeholder management

S2, 2020





STRATEGIC DOC.

Organisational goals

Organisational objectives

Legal frameworks

GOVERNANCE DOC.

Policies

Procedures

Guidelines/best practice

Operational documents

Social surrounding



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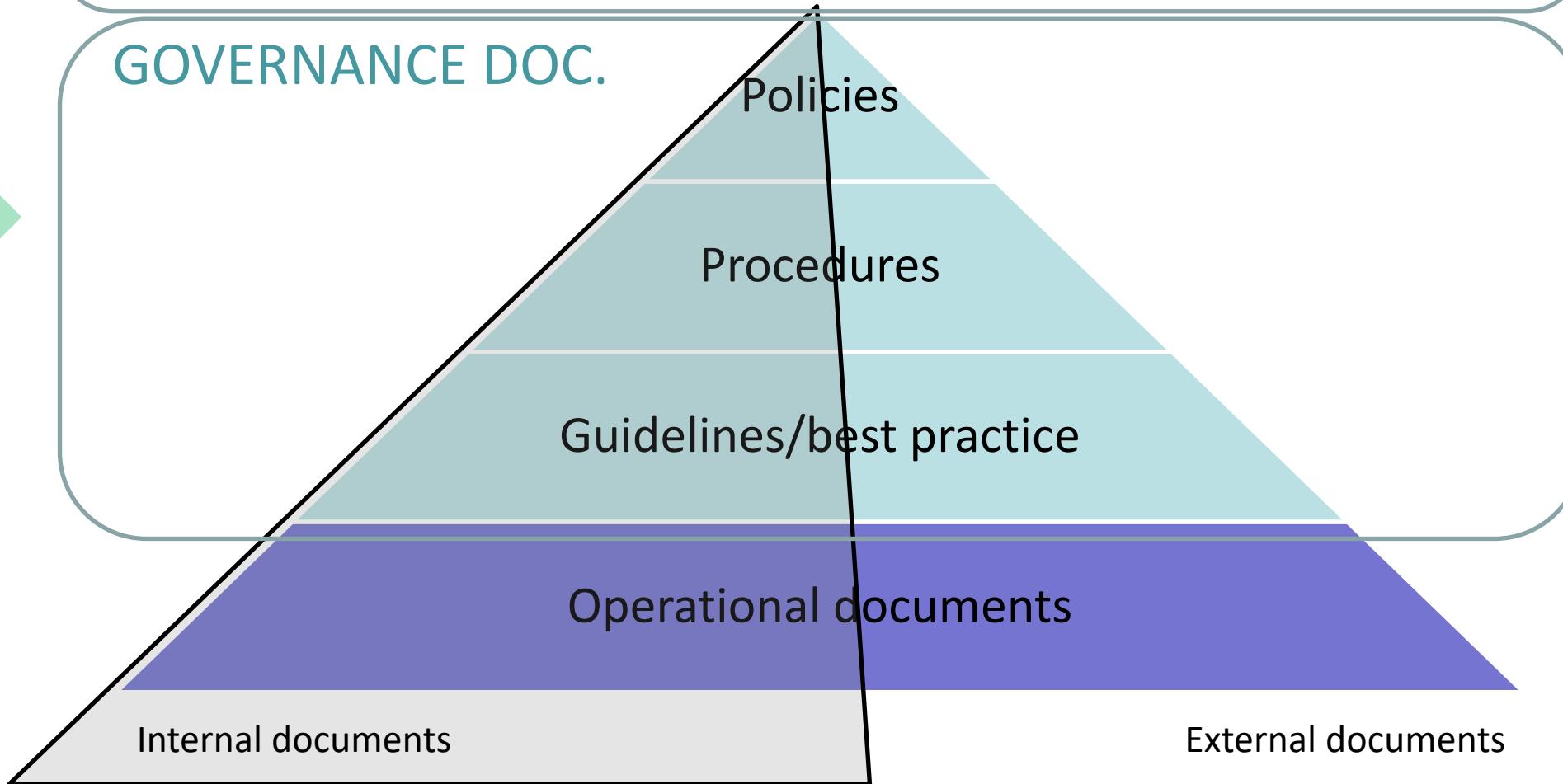
Operational documents

Internal documents

External documents

Legal frameworks

Social surrounding



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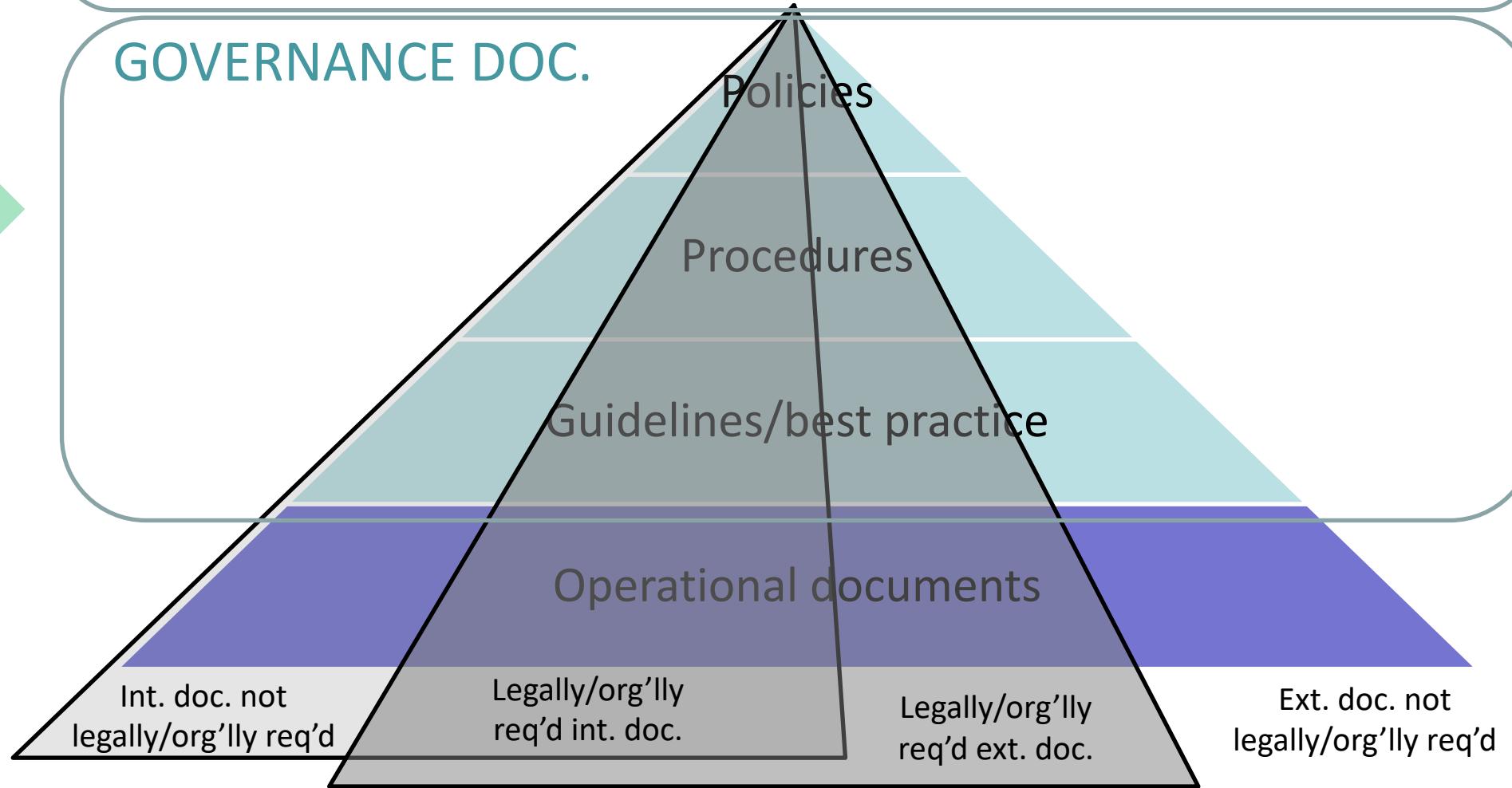
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Legal frameworks

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External and internal documents 1

Ming is a business analyst working as part of the consulting team deployed by his company to a client organisation, and he is also Project Manager responsible for this deployment. One of his team members from Finance has recently spoke to Ming that she will have to be away unexpectedly to attend a family commitment for two weeks, and Ming had arranged to ‘borrow’ a replacement staff member even though this staff member was working on a different project within the Finance Department.

This arrangement will not cause any changes to the project’s progress, but Ming will need to implement some changes to the workflows since this replacement staff is not familiar with the background of the project. There will soon be another milestone meeting with the clients, and Ming will have to submit a progress report. Provided that he has the full authority over resourcing (i.e. no need to consult the clients of the change of staff), how Ming should communicate this to his stakeholders?



External and internal documents 1 (cont'd)

1. Ming should advice the change of staff informally to the client to reassure that there is no implications to the progress, while he does not mention the specifics of the staff changes in the report itself.
2. Ming should advice both informally and in the progress report the change of staff, including the reason for the original team member to be absent.
3. Ming does not need to let the clients know anything about the change of staff, since this change would not affect the progress of the project at all form the client's viewpoint.

External and internal documents 1 (cont'd)

1. **Ming should advice the change of staff informally to the client to reassure that there is no implications to the progress, while he does not mention the specifics of the staff changes in the report itself.**
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3. **Ming does not need to let the clients know anything about the change of staff, since this change would not affect the progress of the project at all form the client's viewpoint.**

External and internal documents 2

In the same scenario, Ming will also have to submit a regular report to a group of managers at his own organisation of the progress of this deployment. What the course of action would Ming be following?

1. Ming should be covering in the report the replacement arrangement as well as the justifications and the implications of this arrangement to different sections, as well as the project's progress itself.
2. Ming would not need to be reporting on the staff arrangement, since he has the full authority over resourcing of this deployment.
3. Ming should be reporting on the project only, and have an informal conversation with his own manager in IT of the above arrangement.



External and internal documents 2

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Authorship of documentation

Jasmine has just written for Christine, i.e. her manager, minutes from the latest meeting with one of their clients. In the meeting, it was clear that there were some confusion around the scope of work between Jasmine's organisation and the client's (which Jasmine could not resolve with her limited authority), and Jasmine is wondering what could be done now. Choose from the following the most appropriate approach in this situation.

1. Jasmine should send the minutes to both the clients and Christine as an accurate record of the meeting, since it was she who attended the meeting after all.
2. Jasmine should first check with Christine before sharing the minutes with the clients.
3. Jasmine should first share the minutes with the clients to see if they agree, before she sends the document to Christine.

Authorship of documentation

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Organisational communications and stakeholder engagement

You work as an IT consultant at a consulting firm that is known for its very conservative organisational culture, partly because of its origin as an accounting firm. One day you are to present your project to one of the client organisations in the arts and media industry, and given the nature of the audience, you thought to use a visually attractive slide template you obtained from Creative Commons, instead of your company's own template, which is, admittedly, rather unattractive and dull. Which of the following would describe the situation best?

1. This is a right approach, since you need to design the communication to suit the specific audience you have.
2. There may be an IP issue with the use Creative Commons materials for commercial use.
3. You should consult your manager to see if this approach is consistent with the company's communication strategies.

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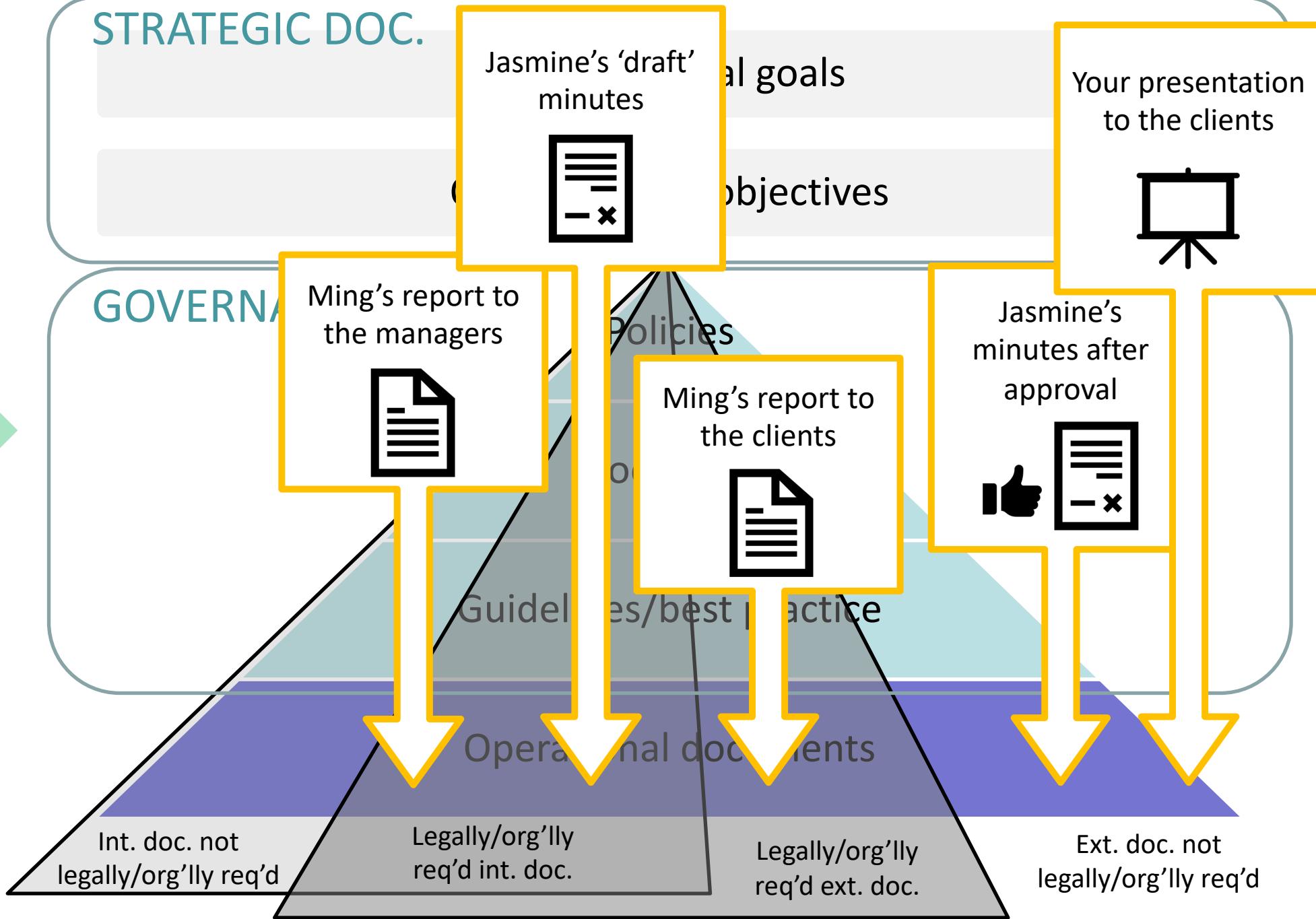
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Messages

Int. com. not
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Legally/org'lly
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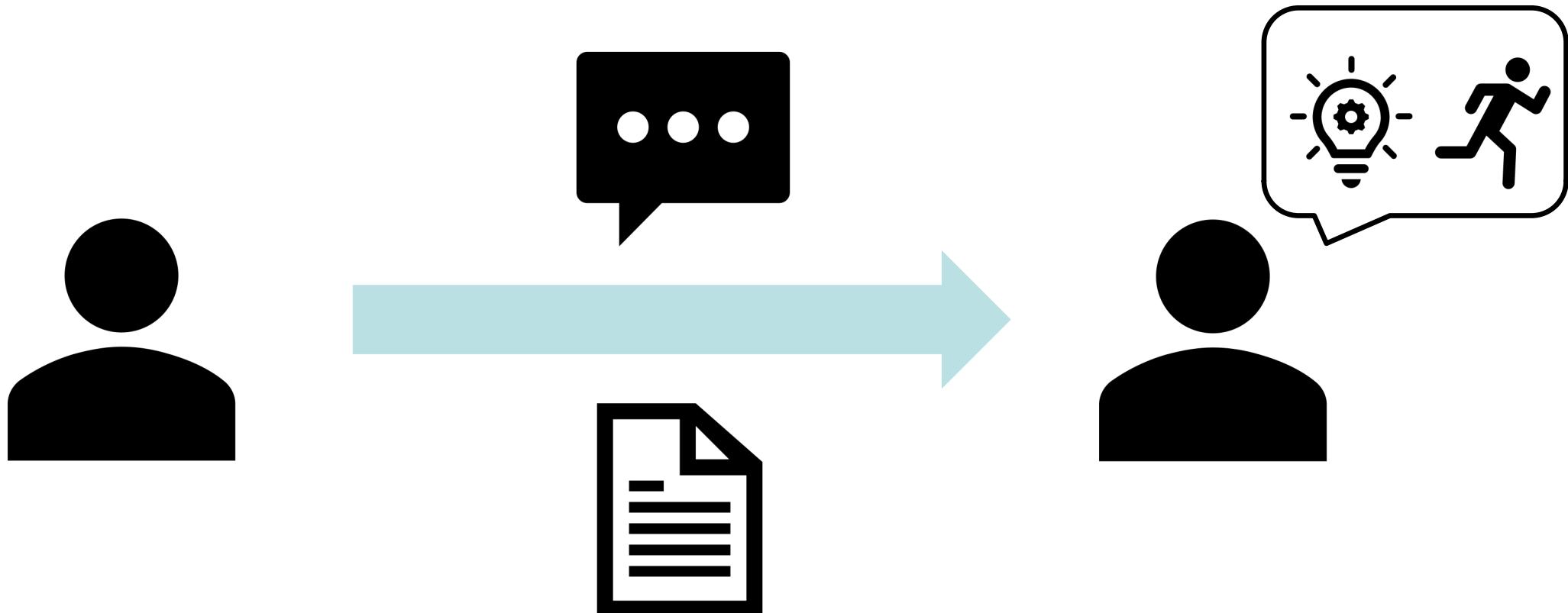
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Fabrics of organisational communications



'Messages' in the workplace 1

You are an IT consultant managing a project that aims to implement a new customer management system in a client organisation. For a reason beyond your team's control, the project's timeframe is becoming increasingly tight, and your team now needs additional resources in order to complete it on time. Tom, who is responsible for legal matters for the project, suggests that the team would benefit greatly if the team gets another staff member from the Legal Department, and you and the rest of the team agree. You in your capacity as the Project Manager now write an email to the managers in IT (i.e. your boss) and in Legal (from which you will hopefully get an extra staff member) to see if they are prepared to deploy an additional Legal staff member for this project. Based on this description, which management structure does your company have?

1. Matrix
2. Functional
3. Divisional

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1. Matrix
2. Functional
3. Divisional

'Messages' in the workplace 2

In the same scenario, which of the following would be the best approach to seek advice from the two managers?

1. "Due to the reason beyond the team's control, the timeframe of the project is becoming increasingly tight. In light of this constraint, Tom suggested that the team should have an additional staff member from Legal so that the team can complete the project on time. Would you confirm that this arrangement would be possible?"
2. "Due to the reason beyond the team's control, the timeframe of the project is becoming increasingly tight. In light of this constraint, I as the Project Manager have decided that the team would require an additional staff member from Legal so that the team can complete the project on time. Would you advise if this arrangement would be possible?"
3. "Due to the reason beyond the team's control, the timeframe of the project is becoming increasingly tight. In light of this constraint, the team have agreed that we would benefit from having an additional staff member from Legal in order to complete the project on time. Would you let us know if this arrangement would be possible?"

'Messages' in the workplace 2

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‘Messages’ in the workplace 3

Again in the same scenario, you in the end obtained authorisation form the two managers to deploy an additional staff member. You are now writing to let your client know of this arrangement. Which of the following would be the best approach?

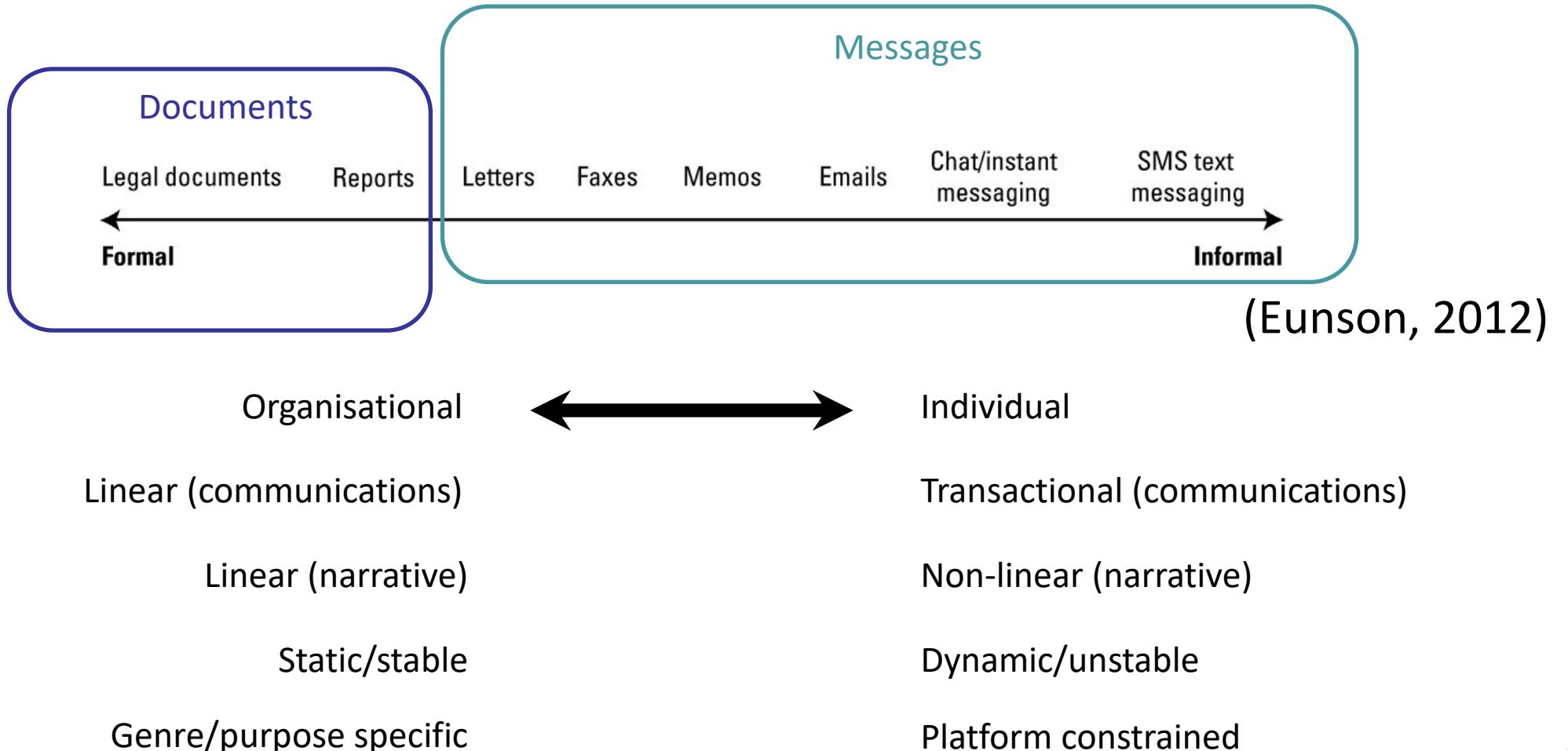
1. “On behalf of the project team, I am writing to let you know that we now decided to have an additional staff member from Legal so that the project can be completed on time. Please let us know if this is an acceptable arrangement.”
2. “I am writing to advise you of the deployment of an additional staff member from Legal, and this is in response to the unexpected delay caused by a reason beyond our control.”
3. “Please be advised that our company has decided the deployment of an additional staff member in order to meet the project deadline. This is in response to the unexpected delay caused by a reason beyond our control. While there is no action necessary on your part, please let the project team know if you have any questions.”

‘Messages’ in the workplace 3

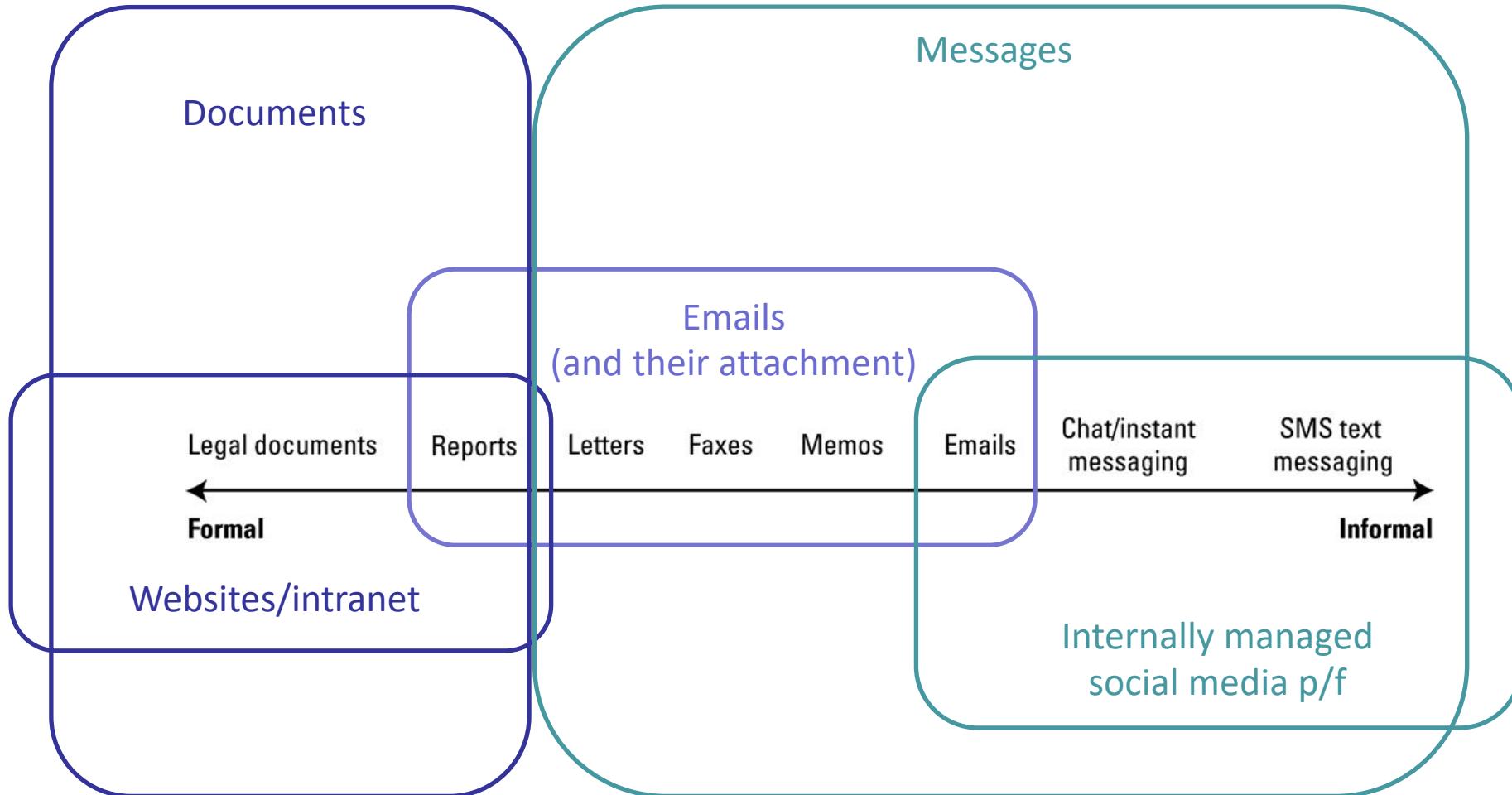
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It was only seven years ago...



And yes – that is long time ago... So what has changed?



Your relationship with Google

These terms help define the relationship between you and Google. Broadly speaking, we give you permission to use our services if you agree to follow these terms, which reflect how Google's business works and how we earn money [\[2\]](#). When we speak of 'Google', 'we', 'us' and 'our', we mean Google LLC and its affiliates.

Google Terms of Service

This is an archived version of our Terms of Service. View the [current version](#) or [all past versions](#).

Welcome to Google!

1. Your relationship with Google

1.1 Your use of Google's products, software, services and web sites (referred to collectively as the "Services" in this document and excluding any services provided to you by Google under a separate written agreement) is subject to the terms of a legal agreement between you and Google. "Google" means Google Inc., whose principal place of business is at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States. This document explains how the agreement is made up, and sets out some of the terms of that agreement.

1.2 Unless otherwise agreed in writing with Google, your agreement with Google will always include, at a minimum, the terms and conditions set out in this document. These are referred to below as the "Universal Terms".

1.3 Your agreement with Google will also include the terms of any Legal Notices applicable to the Services, in addition to the Universal Terms. All of these are referred to below as the "Additional Terms". Where Additional Terms apply to a Service, these will be accessible for you to read either within, or through your use of, that Service.

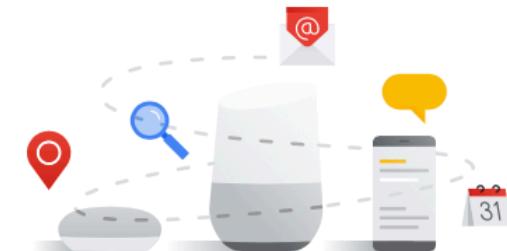
1.4 The Universal Terms, together with the Additional Terms, form a legally binding agreement between you and Google in relation to your use of the Services. It is important that you take the time to read them carefully. Collectively, this legal agreement is referred to below as the "Terms".

1.5 If there is any contradiction between what the Additional Terms say and what the Universal Terms say, then the Additional Terms shall take precedence in relation to that Service.

[\(Google, 2020\[2007\]\)](#)

What you can expect from us

Provide a broad range of useful services



We provide a broad range of services that are subject to these terms, including:

- apps and sites (such as Search and Maps)
- platforms (such as Google Play)
- integrated services (such as Maps embedded in other companies' apps or sites)
- devices (such as Google Home)

Our services are designed to work together, making it easier for you to move from one activity to the next. For example, Maps can remind you to leave for an appointment that appears in your Google Calendar.

[\(Google, 2020\)](#)

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Click to agree with what? No one reads terms of service, studies confirm

Apparently losing rights to data and legal recourse is not enough of a reason to inspect online contracts. So how can websites get users to read the fine print?

David Berreby

Sat 4 Mar 2017 00.38 AEDT



121 73



(Berreby, 2017)

(Conklin & Hyde, 2018)

THE CONVERSATION

Academic rigour, journalistic flair

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If small print ‘terms and conditions’ require a PhD to read, should they be legally binding?

May 10, 2018 9.12pm AEST



Required reading. shutterstock.com

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Disclosure statement

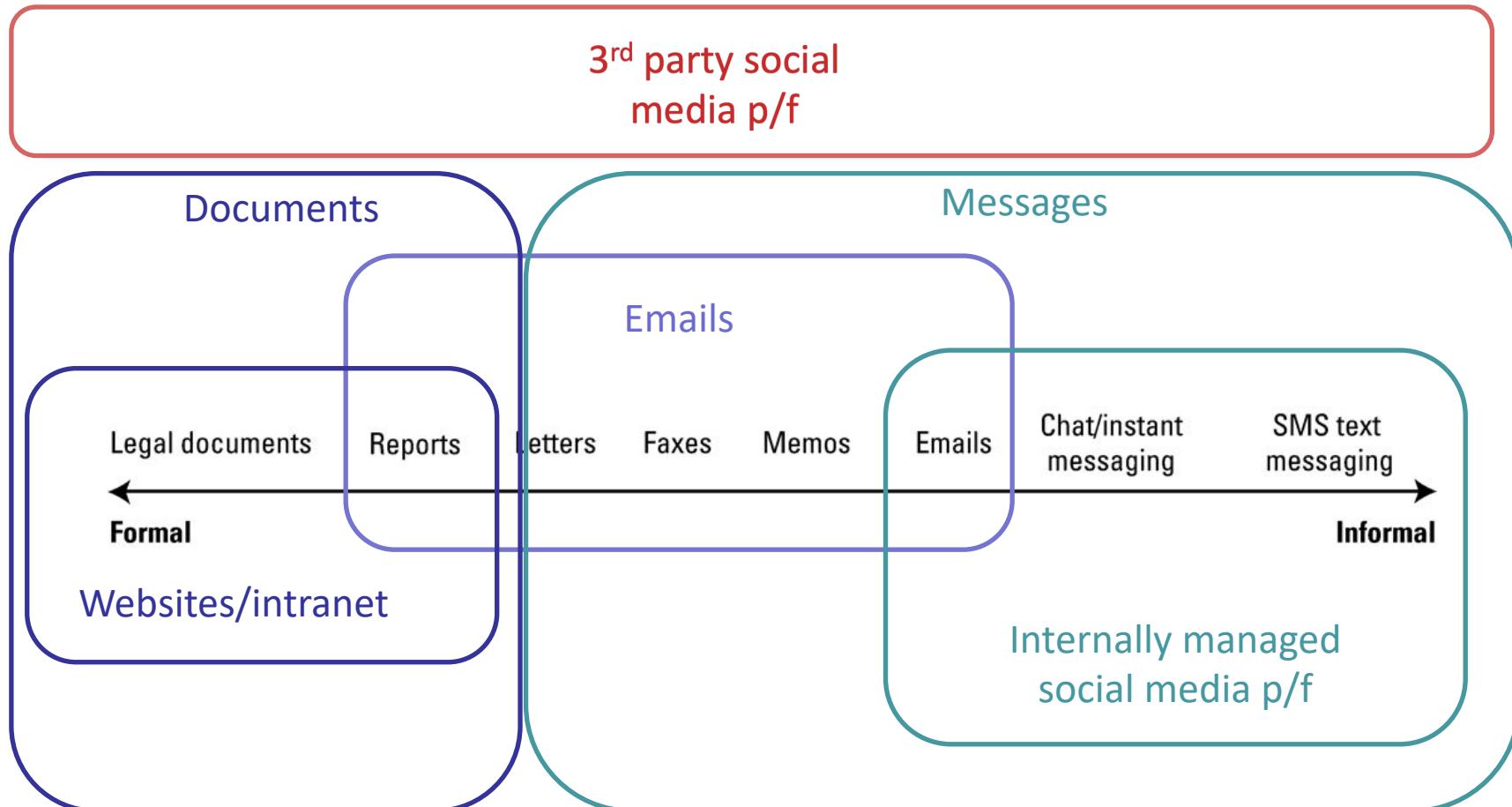
The authors do not work for, consult, own shares in or receive funding from any company or organisation that would benefit from this article, and have disclosed no relevant affiliations beyond their academic appointment.

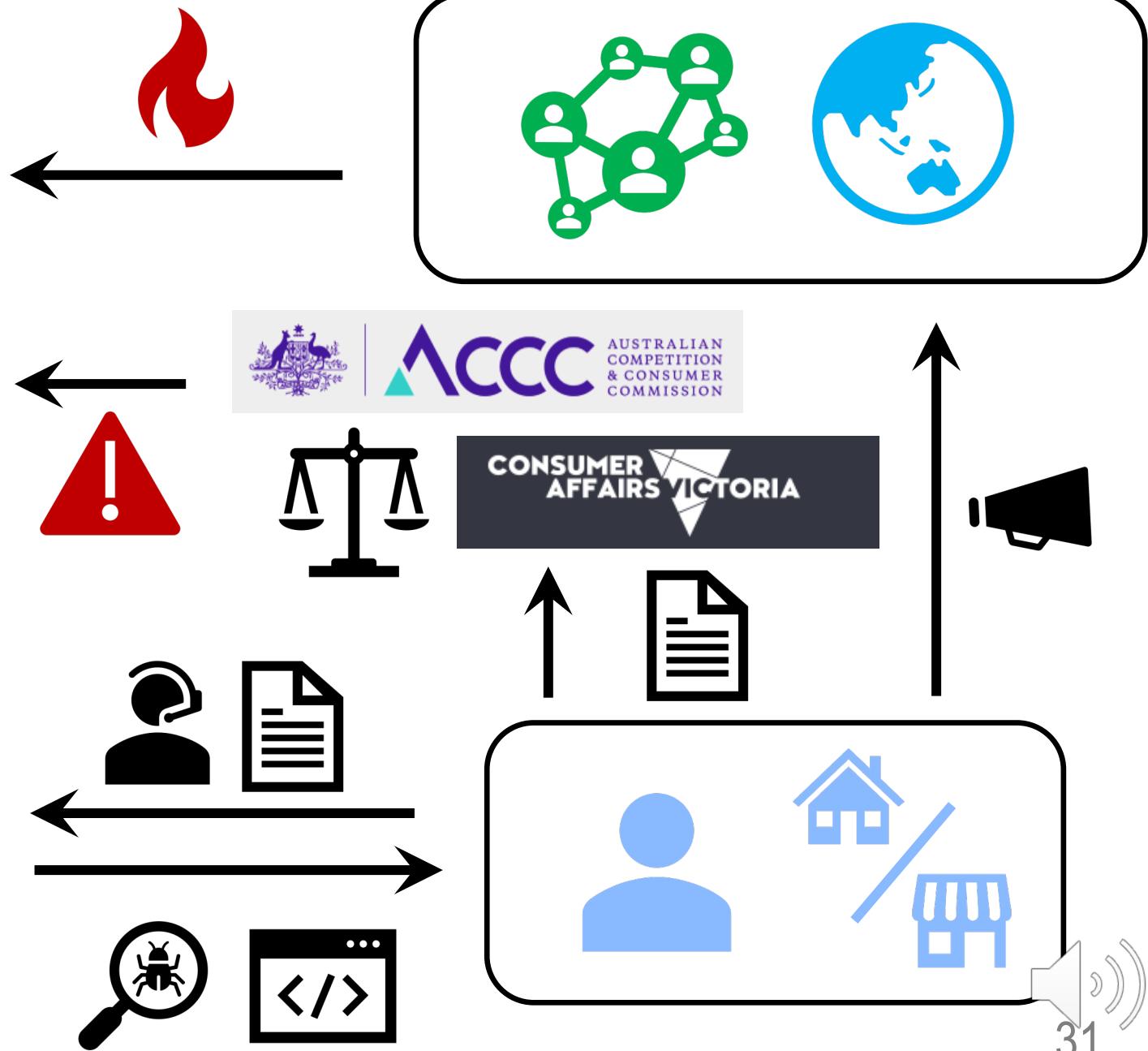
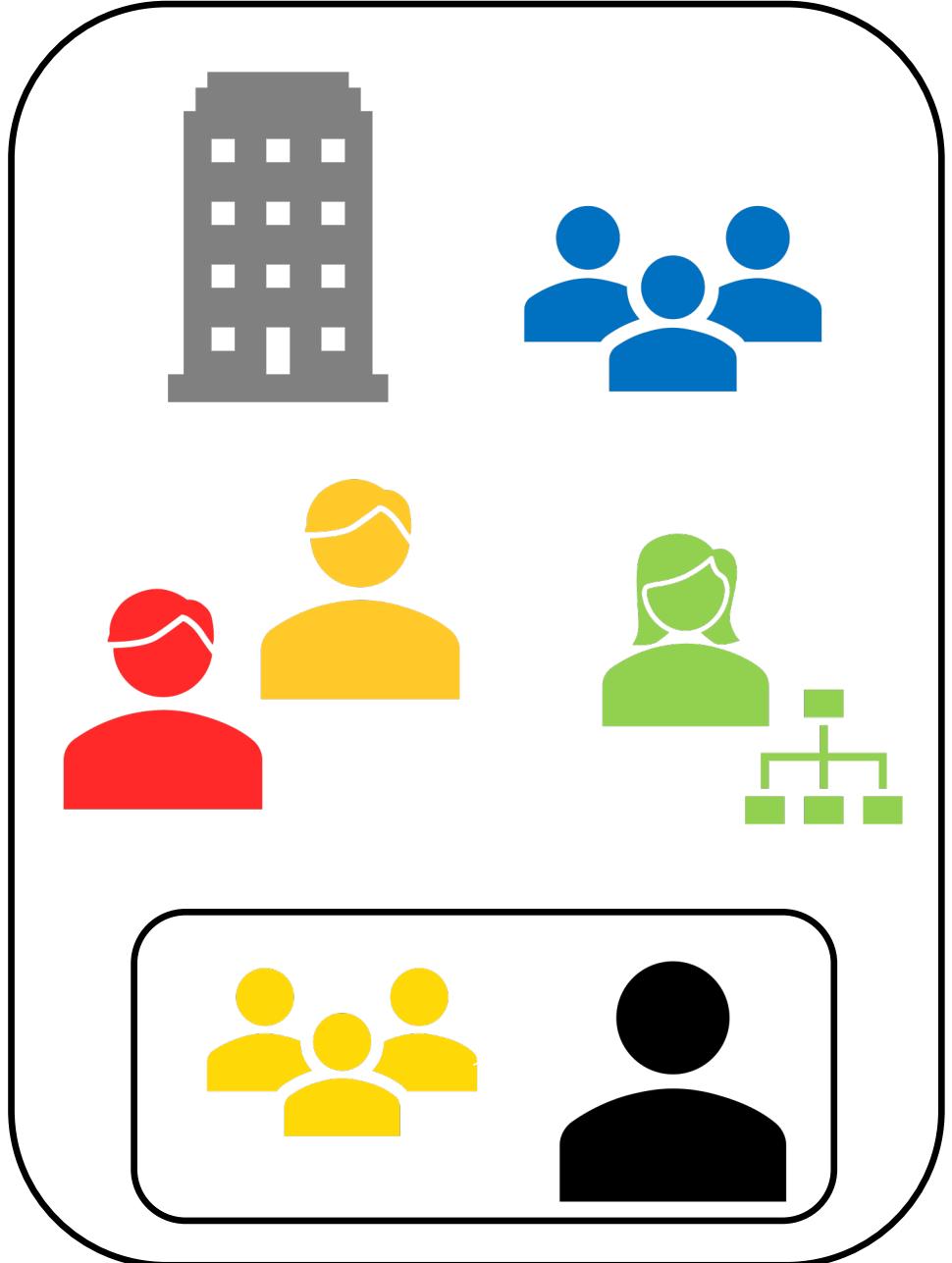
Partners



University of Nottingham provides funding as a founding partner of The Conversation UK.

Third-party social media: A friend or a foe?





Online communications and public relations

You are working as an Online Content Manager in a small design company that has recently grown its popularity through using an extensive marketing strategy using social media. The designs the company produces are often provocative, which is probably part of why it gained such popularity in recent months. One morning there was someone posting a very abusive and discriminatory comment on the company's social media page, criticising one of the company's designs recently produced. By the time you got work, there were already hundreds of responses, many of which were also abusive and inflammatory, and from your experience, you know instantly that there are some 'agitators' who are trying to provoke others. What would you do? Choose what you consider is the best approach below.

Online communications and public relations (cont'd)

1. Ignore, and let it keep happening. Any publicity, whether good or bad, is still publicity, so why not?
2. Post your company's official response to the original post, defending your company's design policy and the designer's intentions.
3. Take the original post down, noting the abusive and discriminatory nature of the original post is not acceptable.

Online communications and public relations (cont'd)

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'Private' vs. professional use of social media

Matthew is working as a Business Analyst in a major bank that is known to be a very conservative organisation. In his private life, Matthew is also an enthusiastic gamer who writes for his own private blog in which he reviews a range of games, and this blog has been extremely popular and read by many. His online persona on this blog, however, is known to be rather controversial and combative against others who post anything negative against what he wrote.

One evening he was in a fierce exchange of words with one of his readers, and wrote something as a joke that could be read derogatory to a certain cohort of the society. His post got quickly re-posted out of the original context, and it was spread as a 'horrific' comment, even attracting some media attention with his identity as an employee of the bank already identified. Would this affect his professional life as a Business Analyst? Which one of the following best describe the situation?

'Private' vs. professional use of social media (cont'd)

1. Even though his post was inappropriate to start with, it was posted in his personal blog as a joke in the original context. It thus should not affect his professional standing as a Business Analyst.
2. Even if the blog was of personal nature, he should not be posting anything that could be taken as inappropriate and/or offensive. Nevertheless, this was done in his private life, and it should not affect his professional standing as a Business Analyst.
3. His identity as a bank employee is already identified, and it is very possible that this would affect his professional standing.

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How One Stupid Tweet Blew Up Justine Sacco's Life

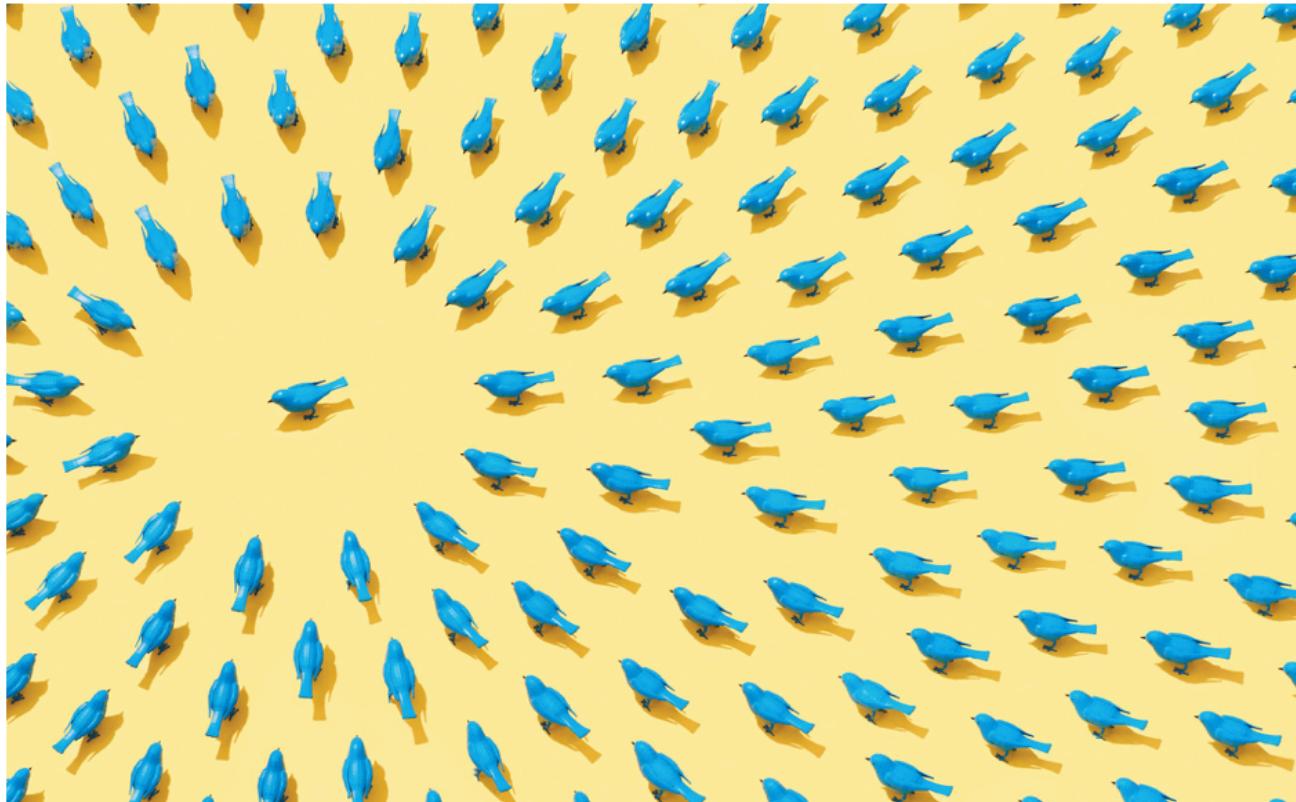


Photo illustration by Andrew B. Myers. Prop stylist: Sonia Rentsch.

By Jon Ronson

Feb. 12, 2015



[\(Ronson, 2015\)](#)



Black Lives Matter: Do companies really support the cause?



(Image credit: Getty Images)



By Fernando Duarte, BBC World Service 13th June 2020

Big brands have spoken out in support of black communities following George Floyd's killing. How as a consumer do you know which companies genuinely support the cause?

(Duarte, 2020)

This is an unprecedented time in our history. The COVID-19 pandemic is having an impact on the health of our loved ones, the businesses we rely upon, the health of the global economy, and the way we live our daily lives. As we all continue to navigate through these unique and evolving challenges, we want you to know that PayPal is here for you.

Coming together as a Community

In our more than 20 years of business, we've weathered with you the storms that have touched all parts of the world — and throughout this shared journey we have worked to support and sustain our employees, our customers and our partners. As we address a pandemic that will no-doubt become a chapter in the history books, our commitment to you will not waver.

Many businesses today are stepping up to help, because no one business can do it alone. We're calling on companies across the financial ecosystem, to come together to help the most vulnerable during this crisis. We all need to support our employees and look for ways to help our customers navigate these waters. In the last few months, we've seen generosity and kindness, intergenerational support and solidarity, and remarkable fortitude. It is during times like these that courage and generosity and resilience make a difference.

We are here to help our customers

If you are a PayPal customer and need assistance on how best to send money safely and affordably to friends and family, we want to help. You can find immediate answers to your questions on the [PayPal Help Center](#), or by clicking "Help" located on any PayPal page or email.

(PayPal, 2020)





Committing to zero waste

By 2030, Microsoft will be zero waste across our direct waste footprint. We'll also eliminate single use plastics in packaging by 2025 and increase reuse at our datacenters with Circular Centers.

[Learn about our efforts >](#)

Reduce and replenish

Microsoft is taking responsibility for our own water use and partnering on technology platforms to help others do the same.

[Explore the news >](#)

Areas of focus

We focus on the areas where we can have the greatest impact, which include carbon, ecosystems, water, and waste across all the work we do.

Carbon

Microsoft has been carbon neutral across the world since 2012 and commits to being carbon negative by 2030. Our goal is to promote sustainable development and low-carbon business practices globally through our sustainable business practices and cloud-enabled technologies.

[Read Brad Smith's blog \(PDF\) >](#)

[Watch the announcement >](#)

Ecosystems

Microsoft is building the tools and services to help anyone, anywhere better understand the ecosystem around them today, and monitor and model impacts from climate or human behavior. We are taking responsibility for our land footprint by committing to permanently protect and restore more land than we use by 2025.

[Read the blog >](#)

[Watch the webcast >](#)

Water

We're creating and employing tools to help address the world's water challenges including scarcity, pollution, and ocean health. We're committed to reducing our consumption and replenishing water in the regions we operate.

[Learn about our approach >](#)

[Read the water blog >](#)

Waste

We think every device should be made with an emphasis on sustainability and aim to continually improve all of our products. At our facilities, we eliminate waste through material reuse and recycling, and reduce our material source consumption. All waste is treated with environmentally responsible methods.

[Learn about our principles >](#)

[Read about our plans >](#)



(Microsoft, 2020)



(Facebook, 2020)

