**2-2 Final Project Milestone One: Area of Focus and Framework**

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# Area of Focus: Product Documentation

## Background and Area of Focus

The atmosphere that exist at BoldFlash can be described as organized chaos. There is a lack of focus and efficient business processes in place. Also, there is no true leader in charge of the organization. The organization started as a smaller company but has faced tremendous growth globally. It’s business and communication processes did not evolve as it grew into an international company.

In order to avoid the risk of extinction and maintain its competitive edge in the marketplace, changes have to be made at all levels of the organization’s structure; from the marketing department to sales and manufacturing departments. These changes will ensure the organization is able to operate at maximum efficiency at a global scale.

In addition to the absence of strong and effective leadership roles, there exists a near breakdown of business and communication processes, especially within the most critical departments: sales, marketing and manufacturing. This lack of structure and clarity has resulted in creating sub-standard, outdated and obsolete products.

Most workplace failures are usually the result of ineffective communication. The top organizations and the best teams communicate effectively but it starts with leadership. (Lewis, 2018)

In addressing these issues, my focus of attention would be to start with manufacturing and the product documentation. Improving the communication processes between the technical, marketing, sales and manufacturing teams is essential to enforcing and achieving the organization’s goals, vision, mission and values. The primary reason for the existence of the organization are its products. Without the product, there would be no organization. Creating the best product and accompanying documentation means the end user can use it easily and minimum efforts. Creating badly written or sub-standard product documentations would ensure that our customers will have difficultly using it and end up driving them to our competitors. Poor, incomplete or inconsistent documentation that also caused increased revenue loss, legal fees, poor customer service by the technical team.

Once this problem is fixed, we will address the other issues plaguing the organization, but I believe we should start with what made the organization great in the first place; creating the best product that people can use safely and with minimal efforts.

## Key Stakeholders

The key stakeholders will include:

* Head of Marketing Department
* Head of Sales Department
* Head of Customer Service Department
* Head of Manufacturing Department
* Head of the Technical Support Team

They will be responsible for ensuring the smooth operation of business processes and communication flow within their individual departments and ensuring that established organizational and operational standards are met by their staff. They will also be kept abreast of product development and the opportunity to engage in ongoing discussions and feedbacks to the maximum extent possible.

They will always be responsible for collaborating, implementing and enforcing communication goals and objectives within their individual units, offices and teams.

## Established Practices

To avoid disruption of existing processes, current communication procedures in place will continue to be used for providing information to employees and members. Managers and supervisors will be required to create their own recurring communication plans that best suits their units and departments. This will include:

* Recurring face-to face and video conferencing meetings.
* Email Communication
* Telephone Conversations
* Intranet Blogs and Corporate newsletters

To the extent possible, communication with stakeholders will also be through established stakeholder organizations’ channels.

## Framework for Communication:

The following framework for communication will be introduced and guide business processes concerning product documentation.

* Establish recurring meetings among stakeholders to discuss product development.
* Establishment of recurring video conferences, Q&A and training meetings high-lighting products.
* Distribution of newsletters and blogs via social media and intranet reinforcing organization’s vision and mission, as well as goals, culture and values.
* Future product documentations must comply, to the fullest extent possible, with all international and national standards including the Organization for Standardization.
* Documentations must include contributions from all stakeholders.
* Documentations must get approval and consent from all identified stakeholders prior to launch of product.

References

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