IT FRAMEWORK REPORT

2231290

Andrew Graff

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**Kia Ora and Warm greetings,**

The primary purpose of this report is to develop a strategic framework and plan to improve communications at all levels to complete major tasks effectively. Our understanding is the organisation is currently facing several communication challenges.

The five challenges I have been approached as an IT communications specialist are difficulty in the communication between employers and employees. Ineffective social media tools in terms of privacy, authenticity, and security. Difficult discussion channels to share ideas, knowledge, and task management. Lack of quality feedback from clients to improve quality and service delivery. Lastly, a misunderstanding and lack of trust on intercultural communication issues in different contexts.

The scope of this report is between 1,000 employers and employees across 6 different countries, 1.5 million customers and the IT industry worldwide both consumers/clients and producers. Majority of these issues are organisation based. The countries involved are Australia, New Zealand, Philippines, India, Malaysia, and Vietnam.

This report will discuss and find ways we can combat and improve these problems. We will look at various proven framework that will match closely to the needs of the organisation and explain in detail why these methods would be the most recommended.

The outcome of this would be to improvise all communication issues with supporting evidence we have explored.

**One of the major issues with the current organisational communication is lack of quality feedback for various processes.**

In the article (Skills You Need, 2011-2013) I was able to see how feedback plays a reflective role in the final communication process. The feedback role helps identify areas of improvement in service delivery, maintenance, and communication. Finding better means of effectiveness and quality in feedback would vary dependent on channels of operation. A strategy for an IT organisation online would be an easy, quick online feedback form.

This will be time efficient with less margin of error in response to over the phone communication. “As the amount of feedback increases, the accuracy of communication also increases”. (Leavitt & Mueller, 1951).

Organisations can review the feedback using these online tools for high efficiency to analysing collective data and assessing where adjustments can be made. This is a way for our organisation to listen and understand our customer experiences.

**Ineffective social media tools in terms of privacy, authenticity, and security.**

Piskorski et al. (2011) stated that Social media is often defined along the lines of any website or application that enables users to engage in social networking activities such as creating, sharing or interacting with information.

The article explains how organization performance improvements are linked to social media. Social technology plays a pivotal role in generating and sharing information. Employees and employers having access to best practises, sharing knowledge, and understanding results in engagement.

Some organisations have established intranet social media tools for internal communication with heightened security equipped with MFA (Walker,2022). These enable verifications for authenticity to make sure any information or data is secure. Social media has grown beyond a space for just personalized interactions – it has transformed into a professional space running alongside a personal space (Gal, Jensen, & Lyttinen, 2014).

**As an IT organization there are many meetings at different levels of importance and various types of how these meetings are communicated.**

Face to face and team meetings are important for reading body language and tone to feel an authentic discussion. This is good business communication. You can improve enthusiasm and uplift energy in the room. If an organisation operates from several countries, then the most effective communication channel would be electronic.

“Many organizations prefer a unified communications software for its ease of use, simplified management, and seamless experience” (Zoom, 2023).

Video meetings using the Zoom platform tool provides a professional safe online space for organisations. This can allow full visual engagement with participation from employees anywhere around the world without the need to travel. Use video meetings where participants could benefit from brainstorming or questions and answers when your team is spread out in different locations (Contributor, 2021).

Video conferencing can help employees better share ideas, build knowledge bases, and task management.

**The last article reviewed was “How to grow your employee engagement using interactive technology”**

Data from this research indicated that 50% of the UK workforce will be working remotely (HSO, 2023).

There is a particular increase of employees working from home. Interactive technology such as high-end definition and quality interactive display grabs the attention of employees and boosts engagement. Employees having access to useful tools to communicate effectively from home is now a modernised preferred style of work. It appears both convenience for the organisation and employee both cost and time effective leading to better communication.

It builds respectful spaces and for a multi-cultural organisation will further add to comfortability and trust.

Each employee with their own user (online platform) would be able to share and interact with other fellow peers. This type of technology is actively accessible and a personal input by each employee contributes towards increasing engagement levels. The communication between others via online channels using existing modern interactive technology for example such as phones, tablet compliments the comfort of being connected and operating effectively online (Harris-Briggs, 2019).

The familiarity with the current technology would fit these interactive platforms and provide a positive environment to interact with others.

**Strategic Framework**

* *Improve communication strategies between employees and the employer*
* *Find social media tools that will be effective in terms of security, privacy, and authenticity*
* *Search for good communication channels for sharing ideas, building knowledge bases and task management*
* *Search better feedback methods from clients to improve product quality and service delivery*
* *Find context to build trust and understanding based on different cultures*

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| **Audience** | **Communication Vehicle** |
| IT organisation employees/employers over 6 different countries  (1000 employees) | **Zoom** (Visual digital channel) Interactivity (Organizational conversation) Team business conversations for planning or brainstorming ideas.  **Monday.com** (Chat/Interactive Business Platforms/Task Management) Simplify easy work based conversations between employees allocating or designating tasks.  **Google Team Viewer** (Broadcasting ideas/Video Conferencing) Companion to Zoom with the added face to face conversation.  **Slack** (Interactive general channel for entire company to chat and engage)  **Gmail** (File sharing/email/communication) |
| IT customers worldwide  (1.5 million customers) | **Facebook/Instagram/TikTok/Twitter/Discord/**  **YouTube** (Social Media) Broadcast communication via marketing on all different platforms promoting IT products.  **Enabling MFA for Social Media** (Multi factor security, Strong passwords 16 char, mix of upper/lower case and numbers/symbols.  Facebook/Messenger or Instagram messaging and getting verified to ensure **authenticity**. **Private** mode for secure chat or option for company purposes only.  **Advertisement Billboards** (AJ Marketing) Using digital billboards to promote company messages and allow feedback.  **Podium** User feedback tool for effective quality. A highly recommended software to implement quality feedback appropriate for the volume of 1.5 million customers. |
| Local community | **Posters/Public notices/Newspaper/TV advertisements** – 6 different countries contacting the nation mainstream advertisement groups.  **AJ Marketing** covers all the Asia-Pacific countries  Australia – AJ Marketing  New Zealand – AJ Marketing  Philippines – AJ Marketing  India – AJ Marketing  Malaysia – AJ Marketing  Vietnam – AJ Marketing |
| Multi-cultural Government | **Google Translator** Context to create different language versions of organisational software or to communicate with other countries.  **Education Programs** to understand other cultures and implementing diversity in the work space (cultural arts etc). Ensuring employers and employees are well understood and listened to when communicating. |

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| **Vehicle** | **Required Resources/Recommendations** |
| Video Conferencing Channels **Zoom/Google Team Viewer** | Interactive technology built in the organisations of 6 different countries. Shipping high HD video hardware, large HD touch screens and microphones. Install fibre high speed internet network with Zoom as main video conferencing tools. (Sharing ideas, build knowledge bases and task management).  **Zoom** video conferencing software communicating effectively between employee and employers very suitable for team meetings of different levels of importance.  **Google Team Viewer** video conferencing tool that can scope down between one to one business conversations or for team planning.  A useful tool to use visually and manage up to multiple employees at a time. |
| Chat/Interactive Platforms (Communication tool between Employers/Employees)  **Gmail, Slack**, **Monday.chat** | Tablets, Phone or Laptops that have face to face video chatting capabilities. Every employee/employer of 1,000 having access to these equipment or the option of using their own devices with the appropriate organisational software installed.  **Monday.chat** Software tool for professional IT organisations helps with task management, sharing information and ideas and building knowledge bases.  **Slack** A growing communication tool within organisations to chat instantly, able to send messages quickly, respond effectively especially for a high paced environment.  **Gmail** The commonly used email application which enables file attachments, video, and instant chat options. |
| User feedback Tools  **Podium** (CSAT – Customer Satisfaction) | **Podium** An online feedback software tool. Effective automated feedback. Easy to track measure – suitable to accommodate over a million users. Real time customer feedback. Option to “text” feedback a survey style rating from 1-10. Simplicity and accessible without taking too much of customer time (1.5 million customers worldwide) |
| Social Media Channels (Marketing/Employee communication channels) | Facebook/Messenger (most popular – installing 2FA two factor authentication to ensure security) This will authenticate the employee and added security to ensure privacy.  Instagram, Twitter for blog forums, sharing perspective points all from authenticated accounts. |
| Translator/Context – Cross cultural communication tools | Teachers/Interpreters facilitating some cultural education as part of organisational conduct.  Google translator translate for the multi cultural organisation. Speaking slowly, showing respect and patience. Adding culture to company dynamics and processes.  Company cultural values policy introducing these cultural values by respecting neighbouring organisations with high context cultures. These will rebuild trust in the organisation to ensure better communication. |

**How I would evaluate a framework for its effective and usability is by validating the framework by checking with experts and a first user approach.**

It would mean personal testing and experimenting with recommendations to evaluate the effectiveness and usability. This could be done by installing the required hardware, software and applying the practice for testing. A hands-on approach with an open mind to experience how communication is improvised.

Common pitfalls in communication that were identified are the ineffective communication channels. These have affected communication between employers or employees in a person to person or multi-cultural setting. The common barriers resulting in poor communication appears to be the type of channels for communication. How communication is commenced, how the message is being sent, received, and responded in an efficient and effective organisational manner.

We can evaluate the effectiveness of not only how the message is delivered on the different channels but also how these messages are effectively understood and listened.

As a multi cultural organisation there are differences in context which we can resolve through culture education. Our neighbouring countries are relatively high context which means a respectful approach, gentlemen behaviour and patience in communication of our neighbours.

Using the framework, we know what communication vehicle we will use to fulfil these communication issues.

**Keywords/Summary**

**Communication:**

A main theme and content of the essay and the ineffectiveness in the organisation. As an IT communication specialist, I am to provide an effective framework strategy to improvise communication on all levels. We have seen how the current company methods are not working. All forms of communication have been identified and proven solution resorted from reviewed articles, employee to employers, business to business, customers to business and social online platforms.

**Interactivity:**

Interactivity is a proven strategy we have expanded on in this essay. The interaction methods in this current generation with the use of interactive technology has proven to be effective, improving engagement on all different levels and types of communication. Interactive technology with video conferencing for team discussions or planning. Face to face chat with employees and interactive online feedback response. Interactivity results in improved engagement, boosts collaboration and enables an overall effective communication.

**Engagement:**

Engagement is a key part that builds trust and companionship in communication. The more engagement with interactivity technology would see useful in relationship and team building. As a multi-cultural company where all employees and employers have different cultures, and different contexts will have a collected feel. The individual input from each employee, customer, organisation will make them feel more involved and participated.

**Feedback:**

Driving force to see how the organisation is currently running. How feedback is deployed through online or social media channels are indicators of this quality. Great feedback tools will provide accurate information of what is going well for the organisation and what needs improving.

**In conclusion to this report, we have explored the many and proven ways to combat the communication issues within the IT organisation. Interactive communication and engagement are great key elements towards improvising communication on all levels as a multi-cultural organisation.**

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