

FIT1049: IT professional practice

Week 10: Organisational communications and stakeholder engagement



Things to cover today...

At the end of this lecture, you will broadly understand:

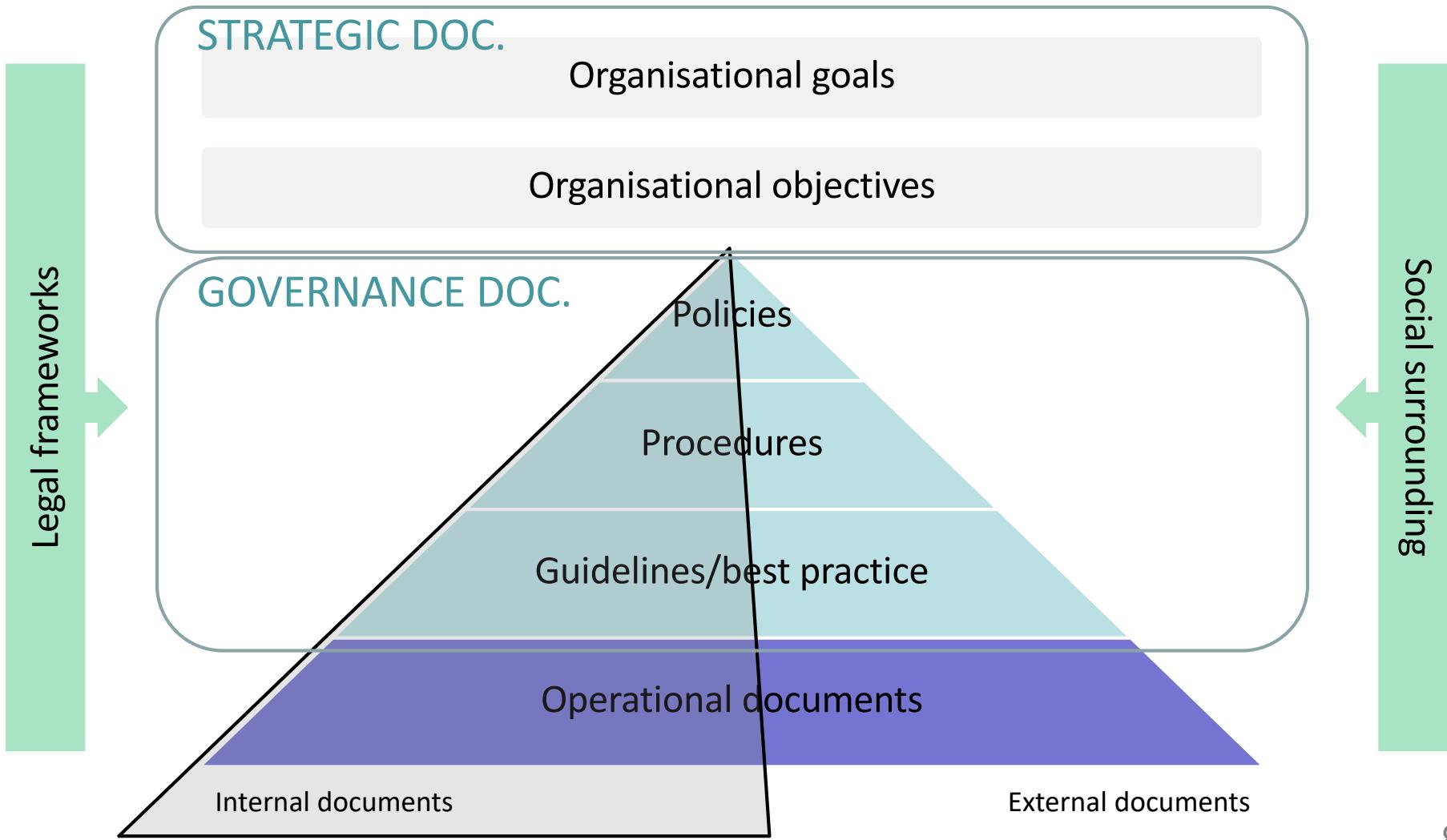
1. How different professional situations and short- and long-term organisational goals demand different means of organisational communications as part of its stakeholder engagement;
2. How the aforementioned demands feed back to the organisation's information management practice as well as their governance and compliance; and
3. Some of the common risks that could be incurred as part of the organisational communications (and how to counter them).

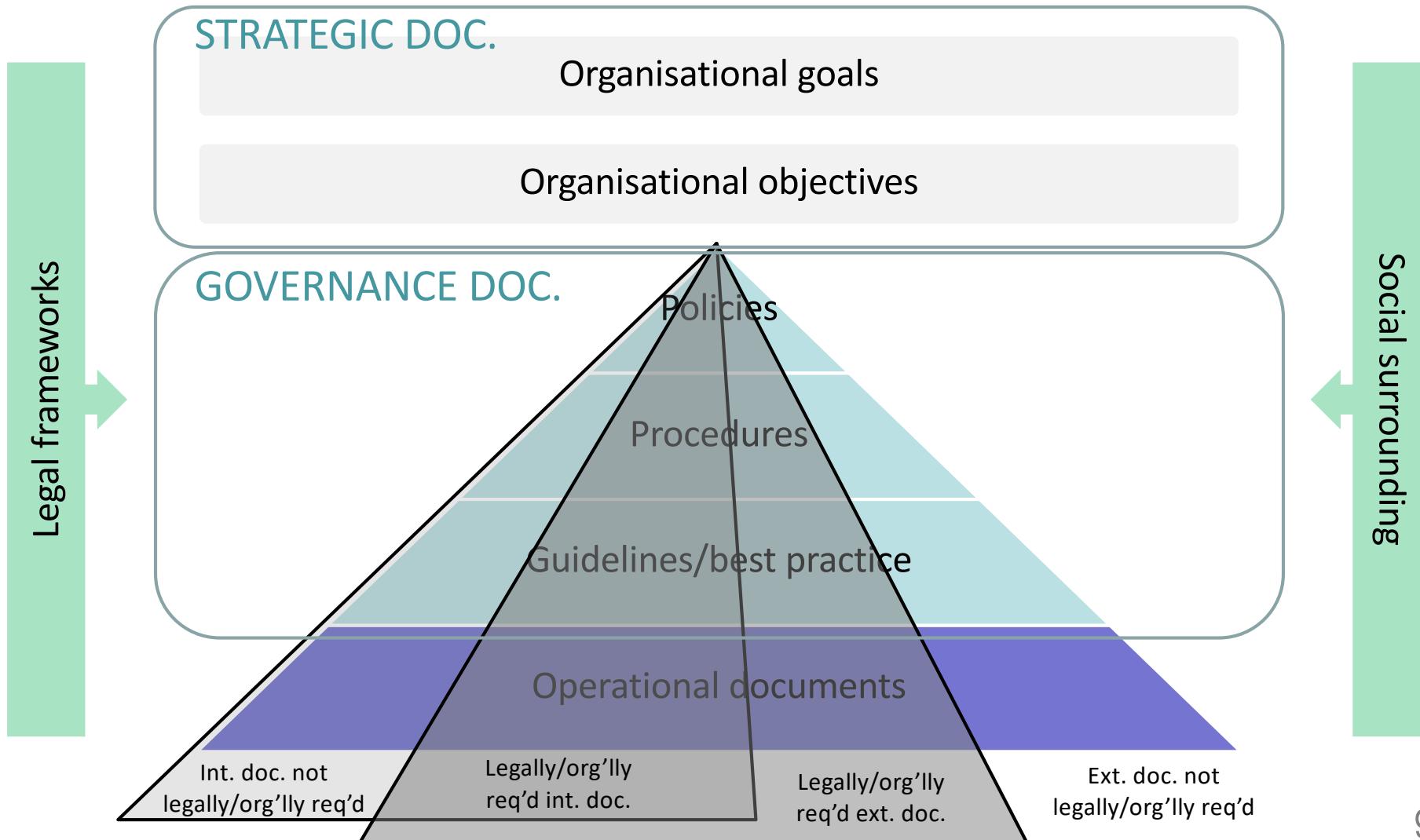
FIT1049: IT professional practice

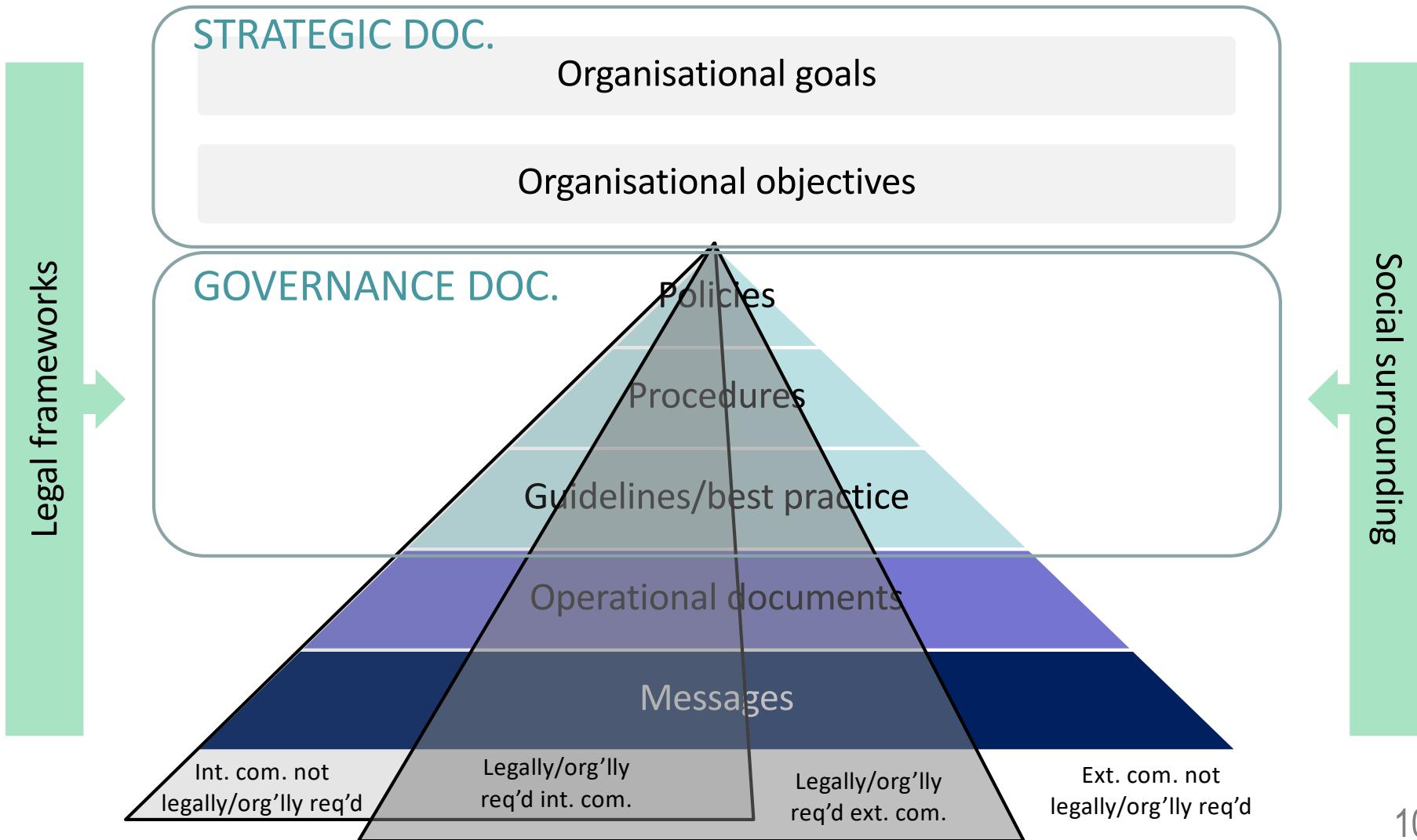
Week 10 (alt.): How the organisation speaks through you (...or how you speak on behalf of the organisation)











Question 1: 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 he 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?

Question 1 (cont'd): External and internal documents 1

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.

Question 2: External and internal documents 2

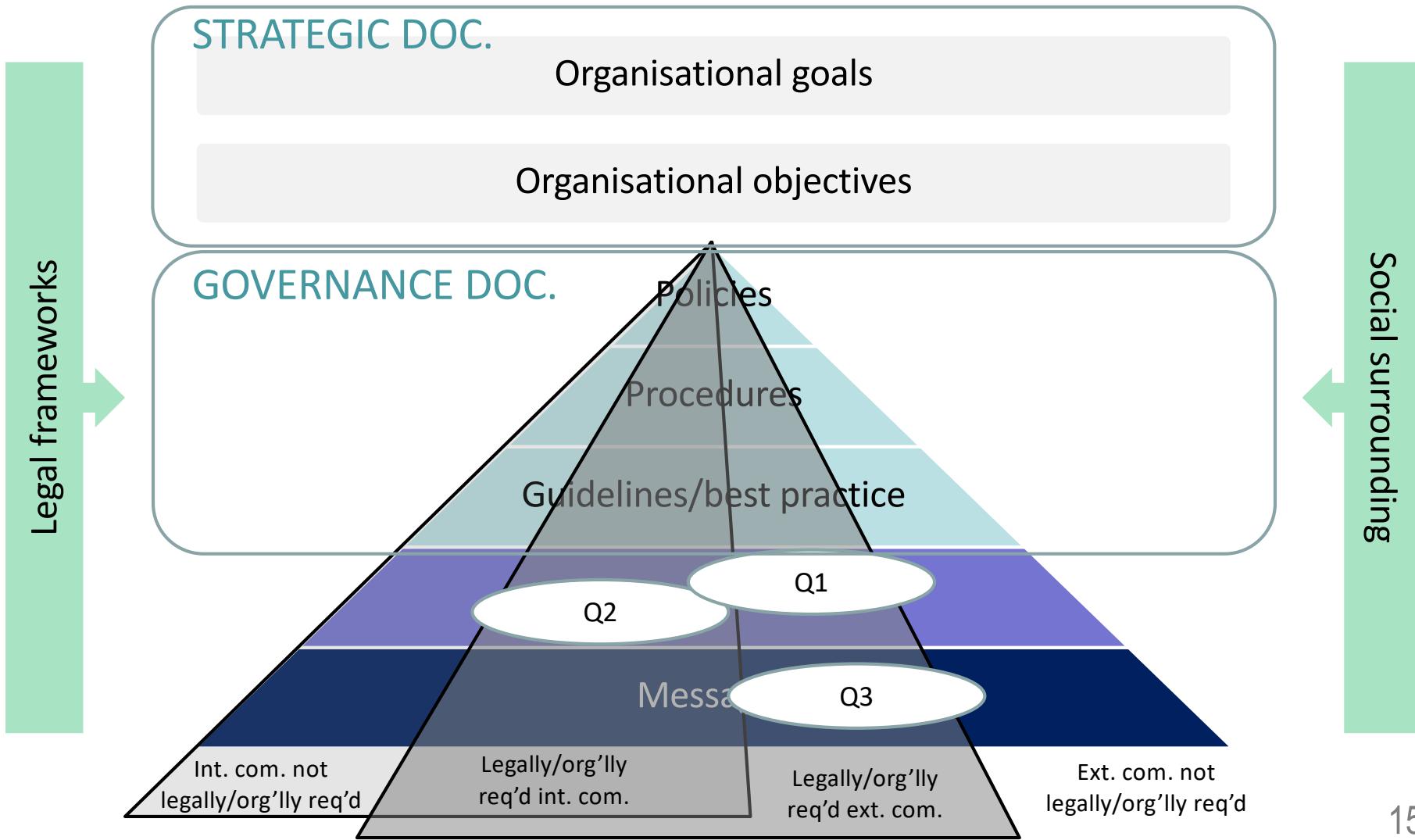
In the same scenario, Ming will also have to submit a regular report to a group of managers at his own organisation of the progress of this deployment. What the course of action would Ming be following?

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.

Question 3: 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.



Question 4: ‘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

Question 5: ‘Messages’ in the workplace 2

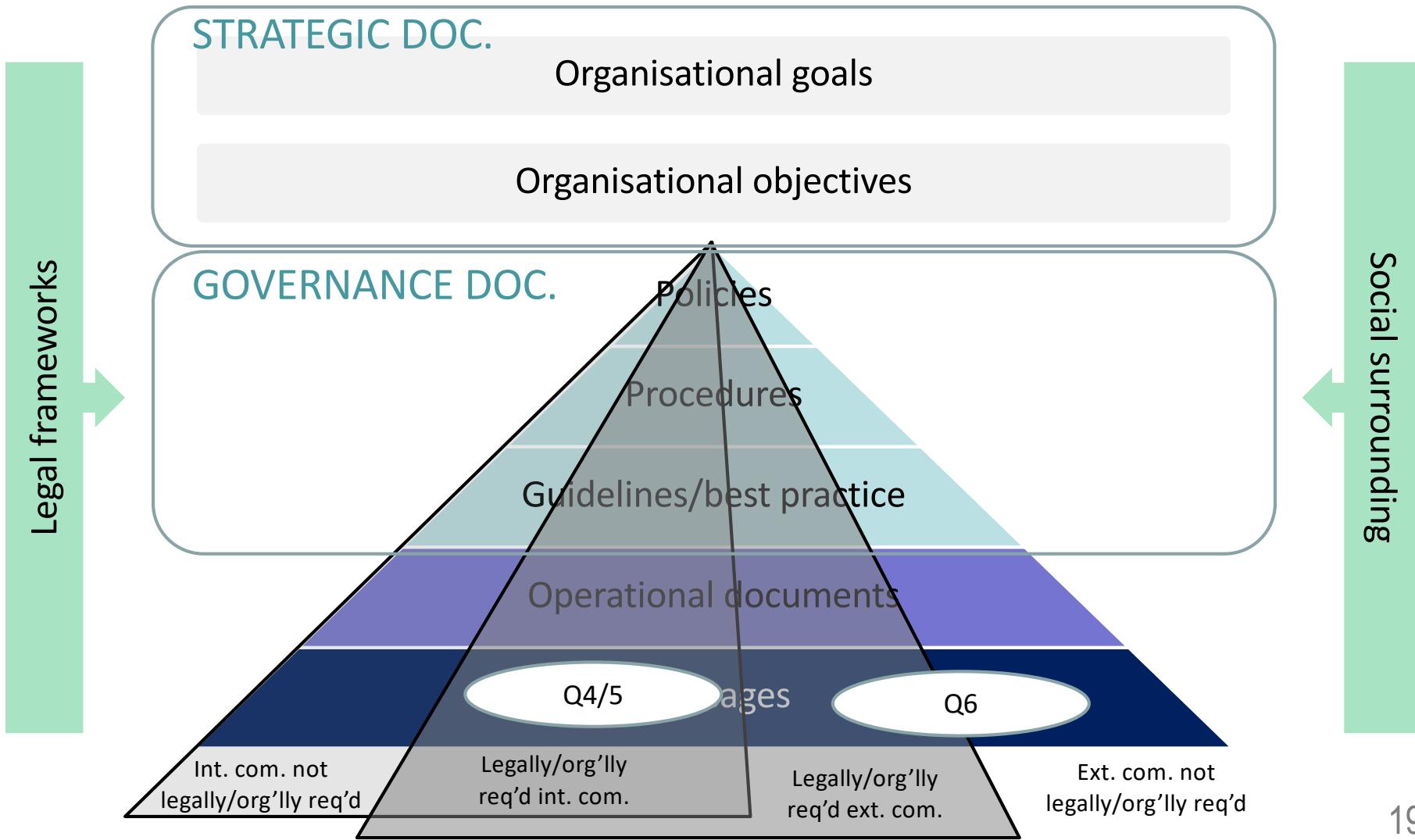
In the same scenario, which of the following would be the best approach to seek advice from the two managers?

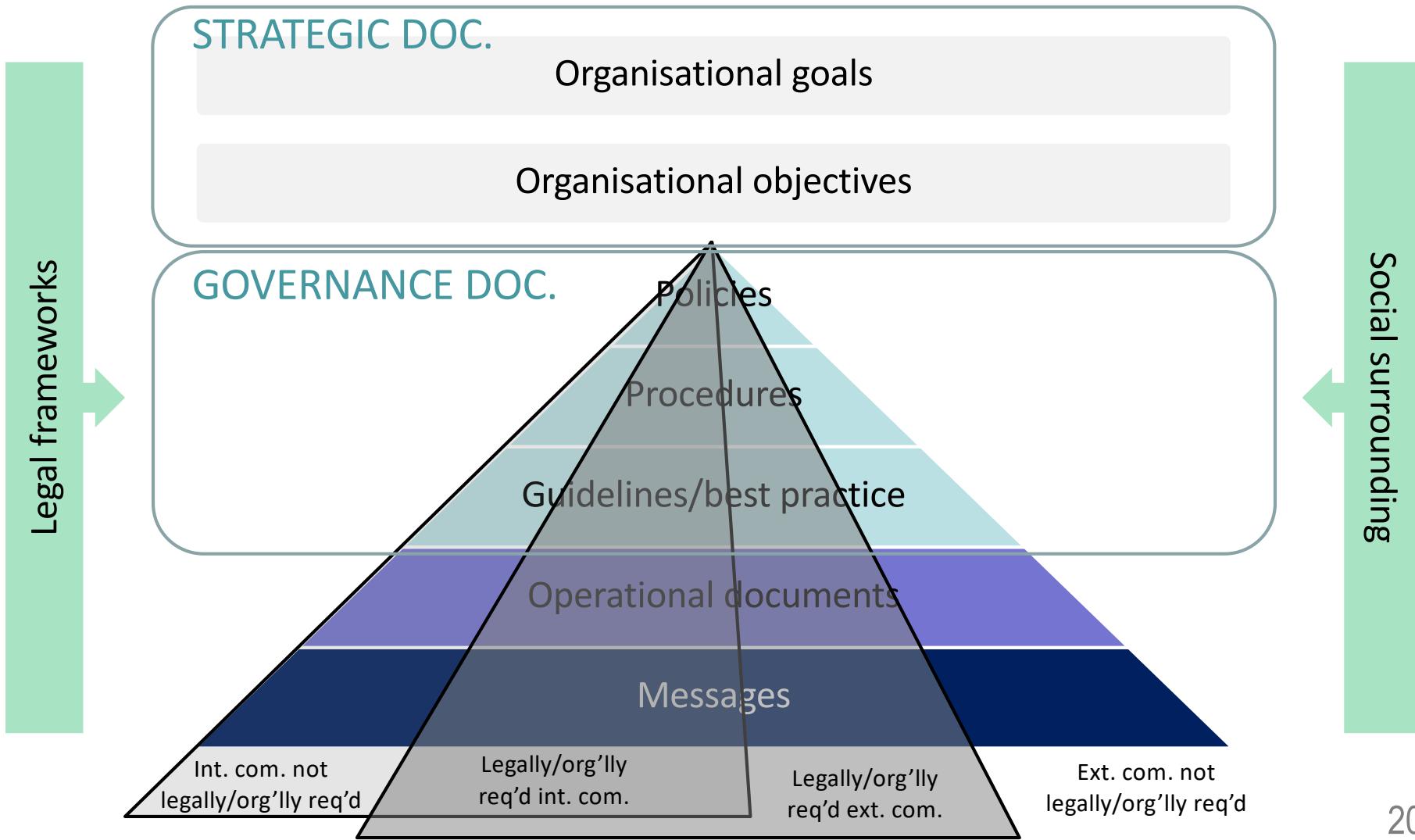
1. “Due to the reason beyond the team’s control, the timeframe of the project is becoming increasingly tight. In light of this constraint, Tom suggested that the team should have an additional staff member from Legal so that the team can complete the project on time. Would you confirm that this arrangement 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?”

Question 6: ‘Messages’ in the workplace 3

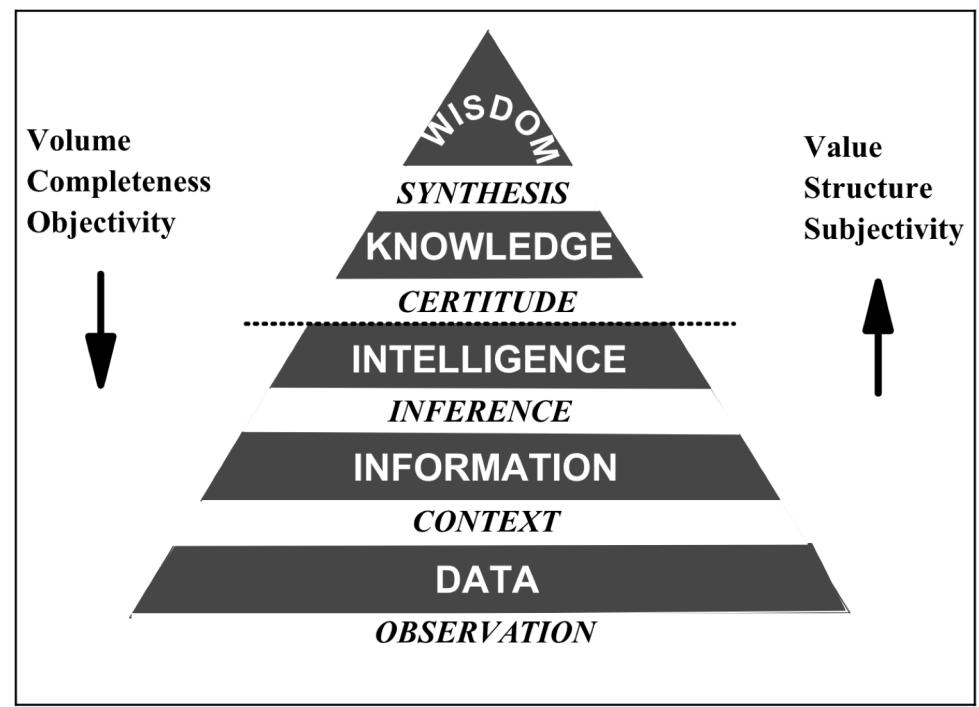
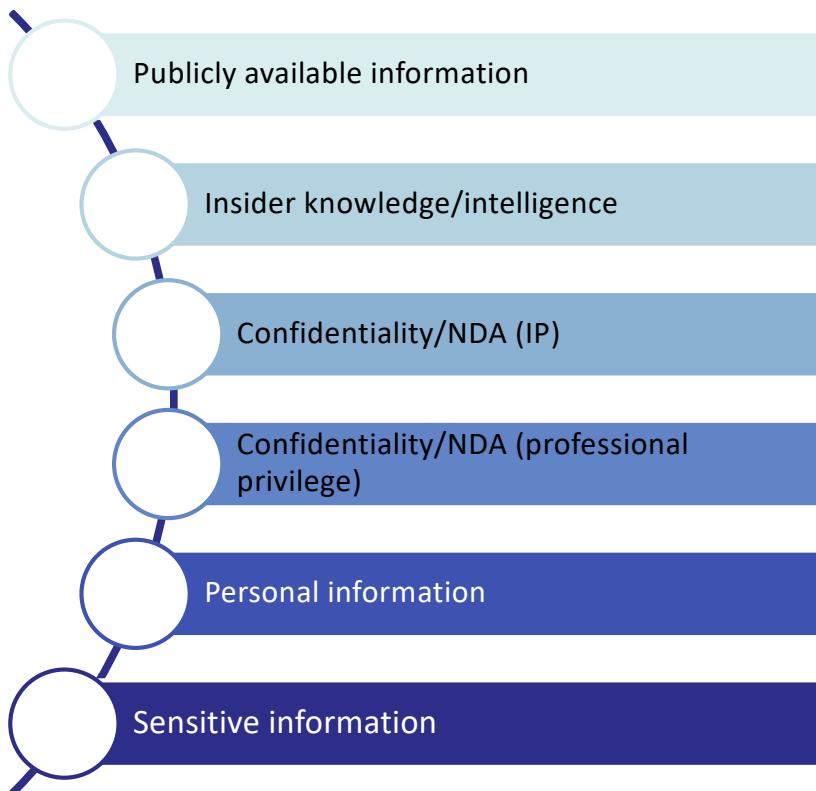
Again in the same scenario, you in the end obtained authorisation from the two managers to deploy an additional staff member. You are now writing to let your client know of this arrangement. Which of the following would be the best approach?

1. “On behalf of the project team, I am writing to let you know that we now 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.”





So what can you talk about?



(Haeckel, 1997)



Privacy Act

The **Privacy Act 1988** (Privacy Act) regulates how personal information is handled. The Privacy Act defines personal information as:

...information or an opinion, whether true or not, and whether recorded in a material form or not, about an identified individual, or an individual who is reasonably identifiable.

Common examples are an individual's name, signature, address, telephone number, date of birth, medical records, bank account details and commentary or opinion about a person.

The Privacy Act includes thirteen **Australian Privacy Principles** (APPs), which apply to some private sector organisations, as well as most Australian and Norfolk Island Government agencies. These are collectively referred to as 'APP entities'. The Privacy Act also regulates the privacy component of the consumer **credit reporting system**, **tax file numbers**, and **health and medical research**.

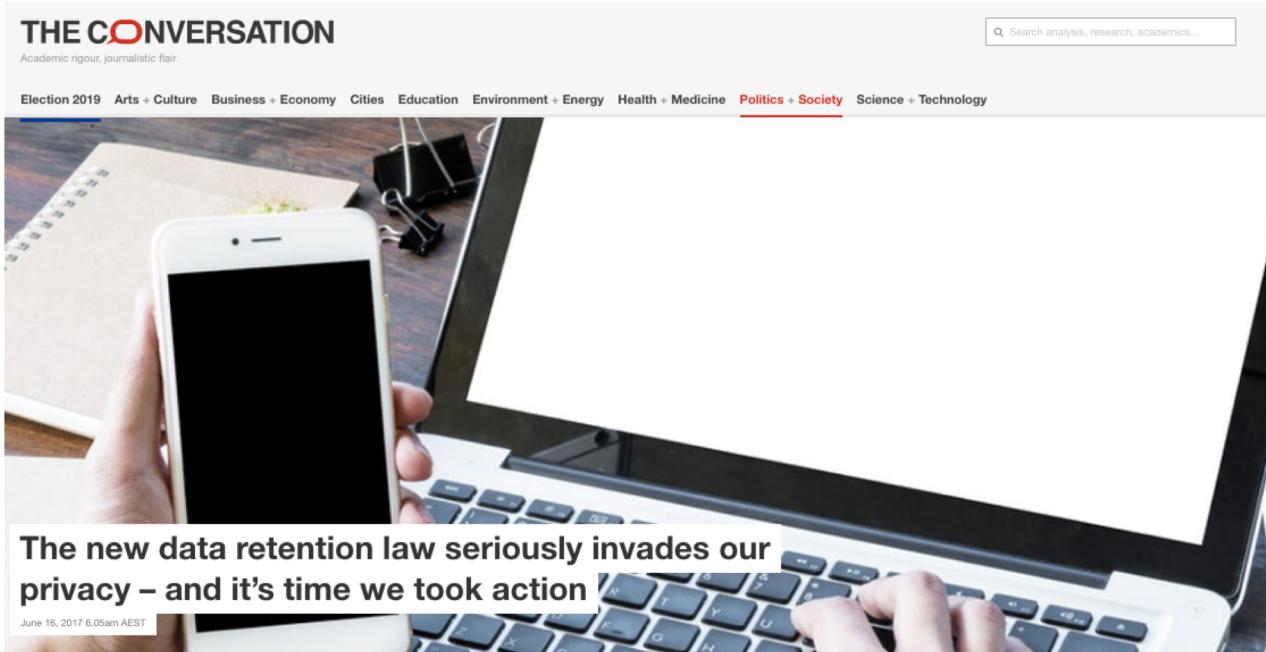
([OAIC, 2019a](#))

Sensitive information

The APPs place more stringent obligations on APP entities when they handle 'sensitive information'. Sensitive information is a type of personal information and includes information about an individual's:

- health (including predictive genetic information)
- racial or ethnic origin
- political opinions
- membership of a political association, professional or trade association or trade union
- religious beliefs or affiliations
- philosophical beliefs
- sexual orientation or practices
- criminal record
- biometric information that is to be used for certain purposes
- biometric templates.

([OAIC, 2019b](#))



(Gal, 2017)

“... metadata is broad in scope and can tell more about us than the actual content of our communications. Therefore, claims that the data retention law does not seriously compromise our privacy should be considered as naïve, ill-informed, or dishonest.”

Home ▶ Privacy law ▶

 Listen to this page ②

Rights and responsibilities

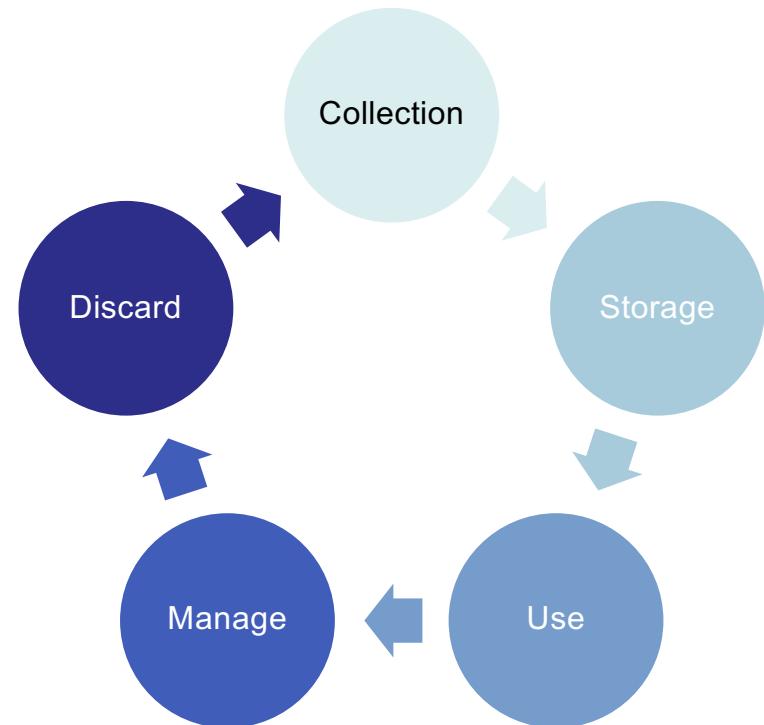
Who has rights under the Privacy Act?

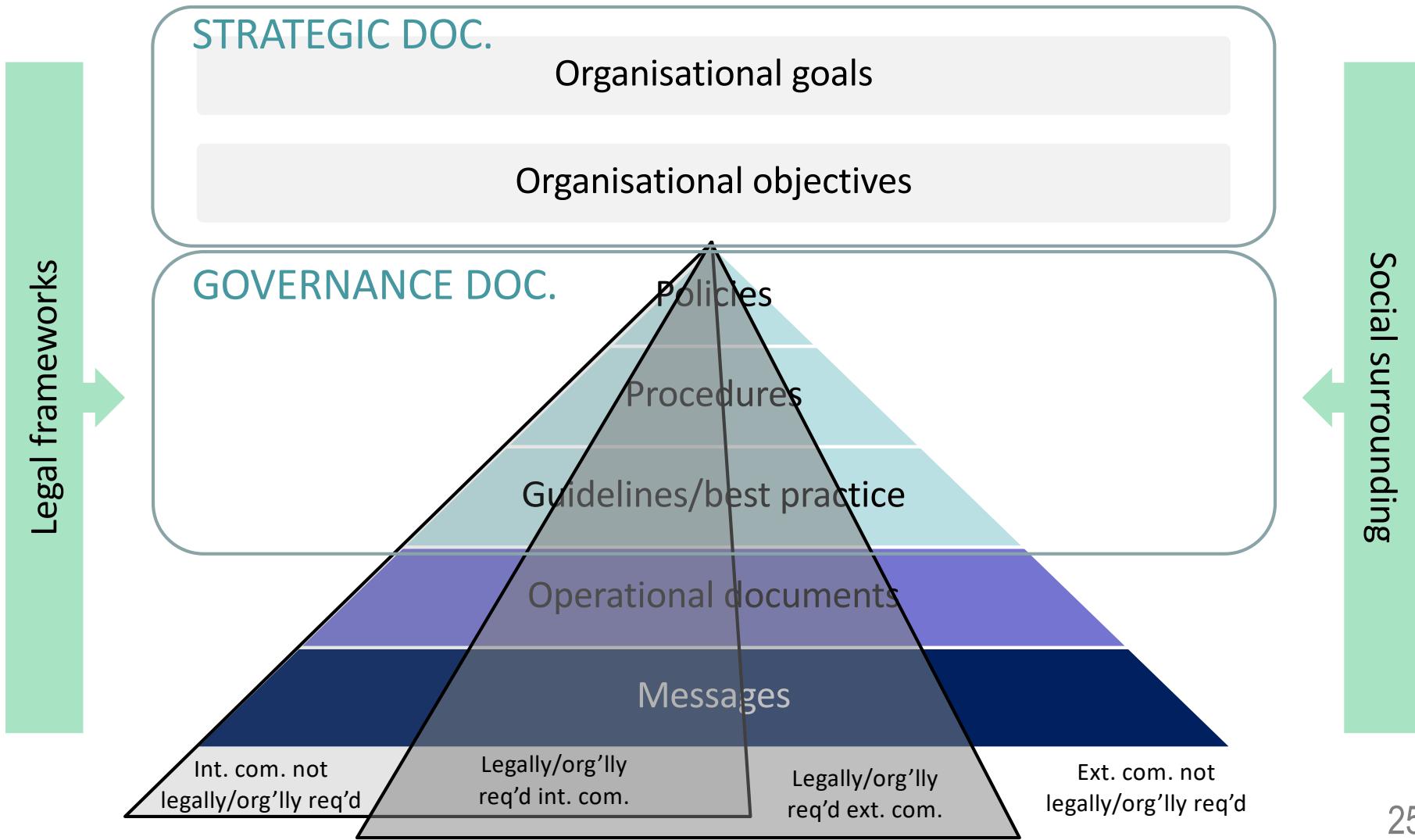
The *Privacy Act 1988* (Privacy Act) regulates the way individuals' personal information is handled.

As an individual, the Privacy Act gives you greater control over the way that your personal information is handled. The Privacy Act allows you to:

- know why your personal information is being collected, how it will be used and who it will be disclosed to
- have the option of not identifying yourself, or of using a pseudonym in certain circumstances
- ask for access to your personal information (including your health information)
- stop receiving unwanted direct marketing
- ask for your personal information that is incorrect to be corrected
- make a complaint about an entity covered by the Privacy Act, if you consider that they have mishandled your personal information.

([OAIC, 2019c](#))





Question 7: Privacy and confidentiality 1

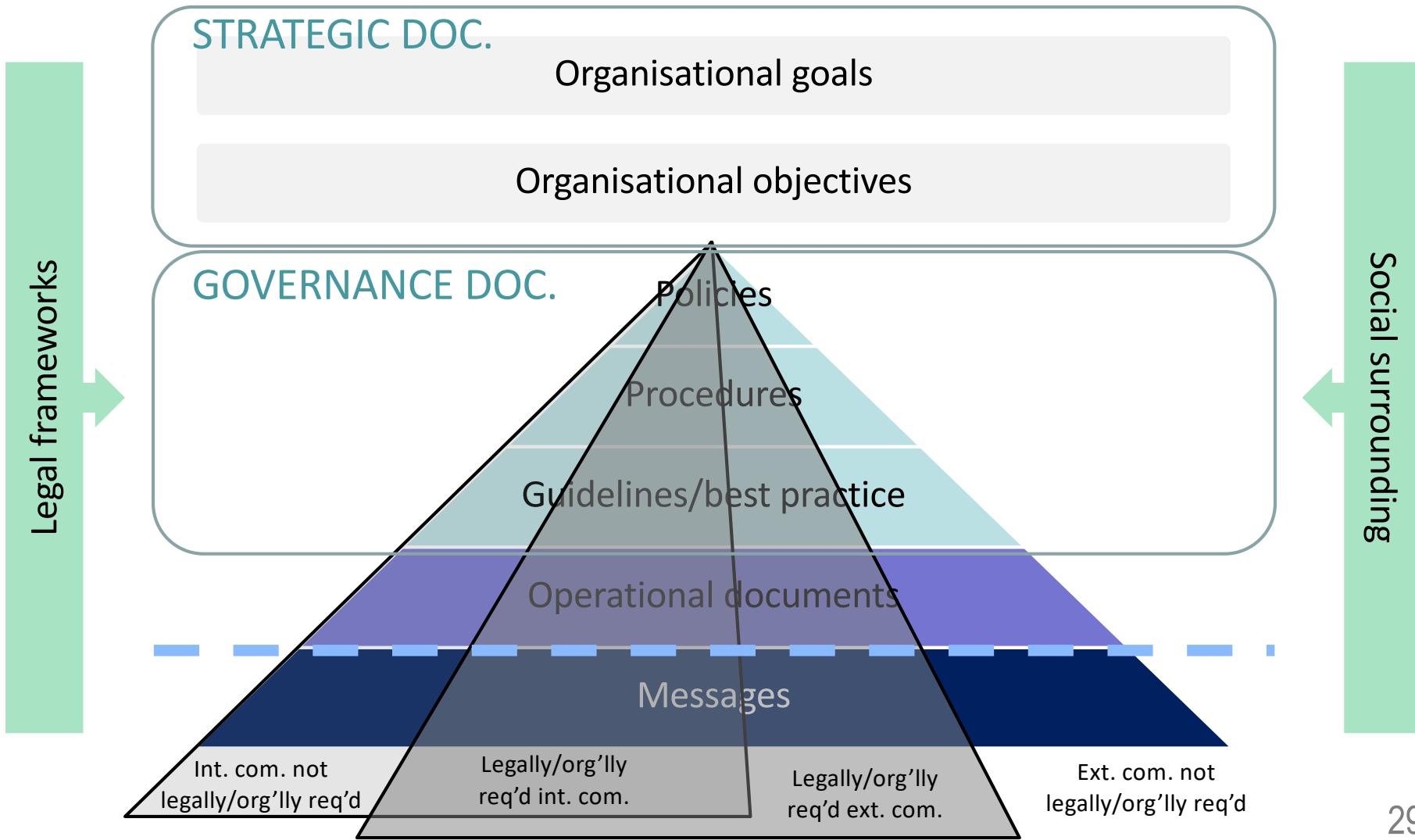
It's Monday, and your colleague, Simon, has sent you an email this morning to say that he is taking today off because he has been unwell since weekend. He might return tomorrow, but it depends on how he'd feel then. Meanwhile, one of Simon's clients contacted you after trying his work phone several times, and told you that they want to discuss with Simon something rather urgently. You know that Simon has been working with this client for some years, and that they know each other professionally quite well. What would be your response?

Question 8: Privacy and confidentiality 2

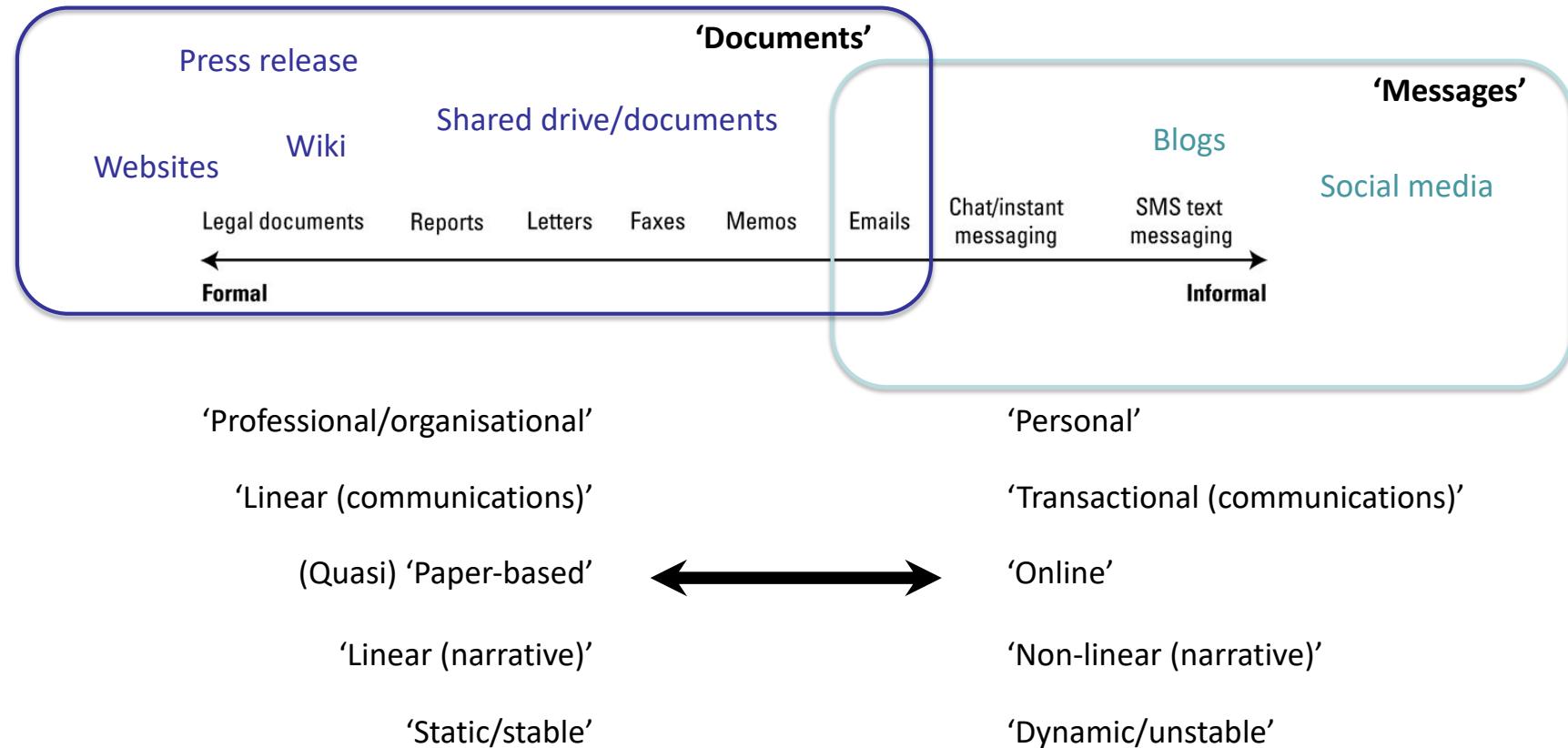
Your company has a manager whose name is exactly the same as yours. As a result, every now and then you receive emails that were directed to this manager. One morning you received another one of those emails in your inbox. You did not realise that the email was for the manager until you read one third of it, and by that time you found some details about the sender's personal circumstances, which the sender would probably like to keep private. What would you do?

Question 9: Privacy and confidentiality 3

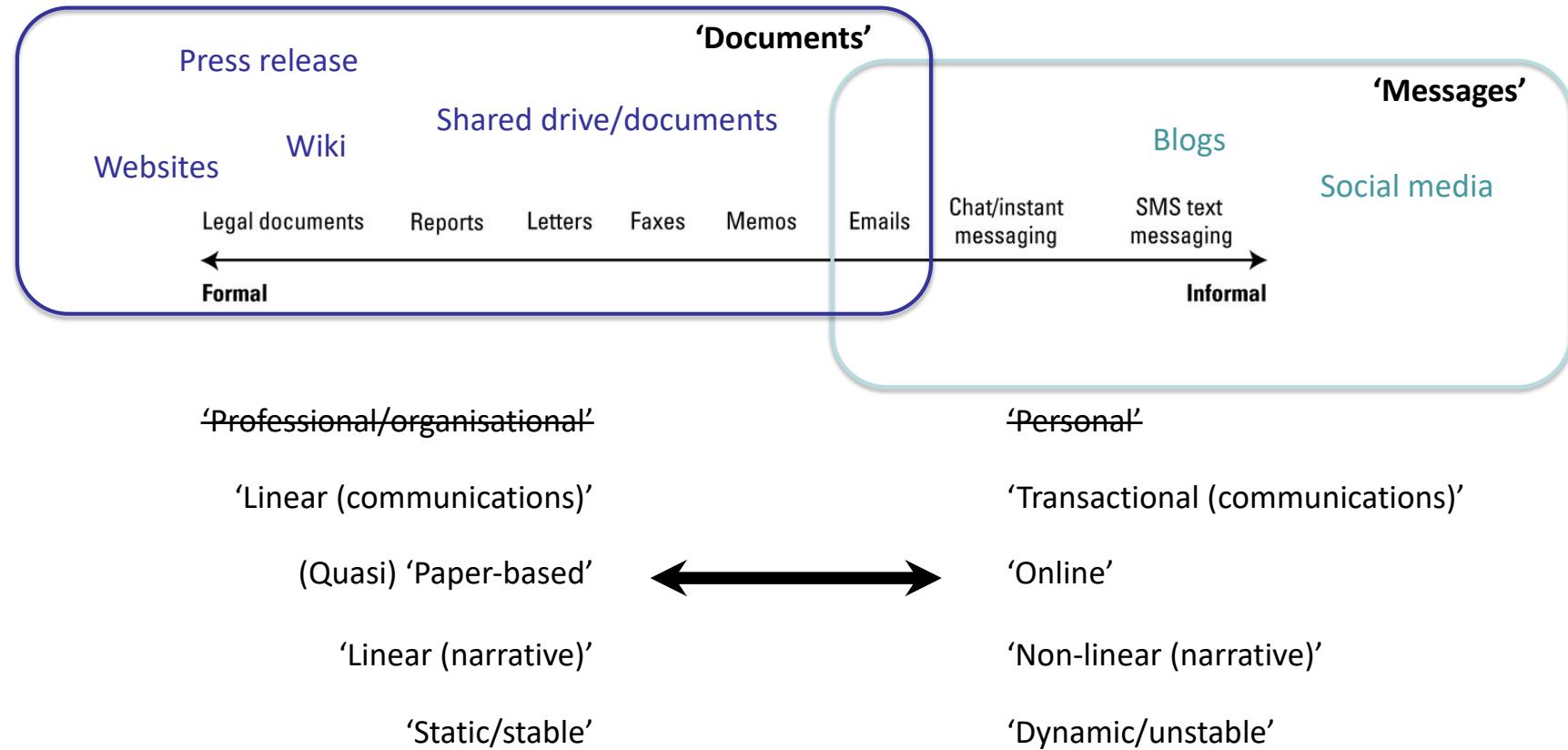
You were reviewing the company's online registration form for events. The organiser would like to collect the registrants' email address for contact, but they also would like to collect their mobile phone number *just in case* there was a last-minutes change to the event details. Can they do that? And if so, what'd be the best practice?



It was only seven years ago... (Eunson, 2012)



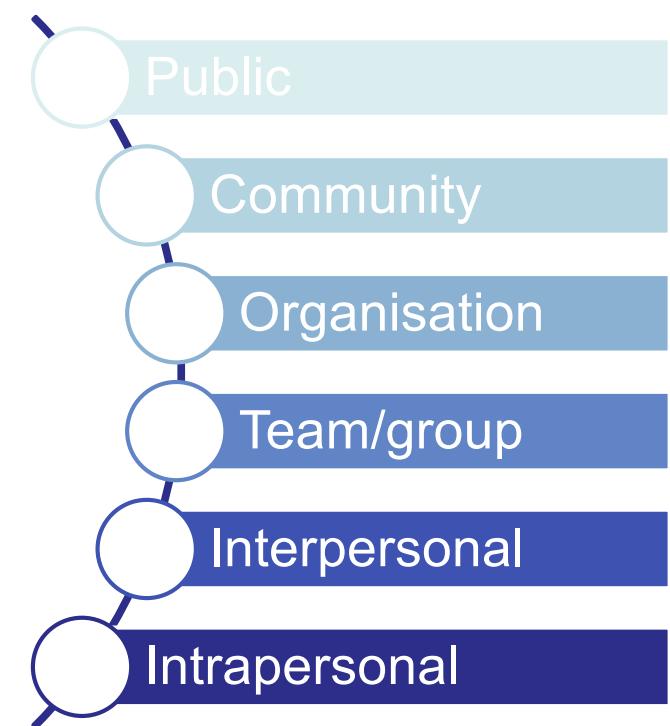
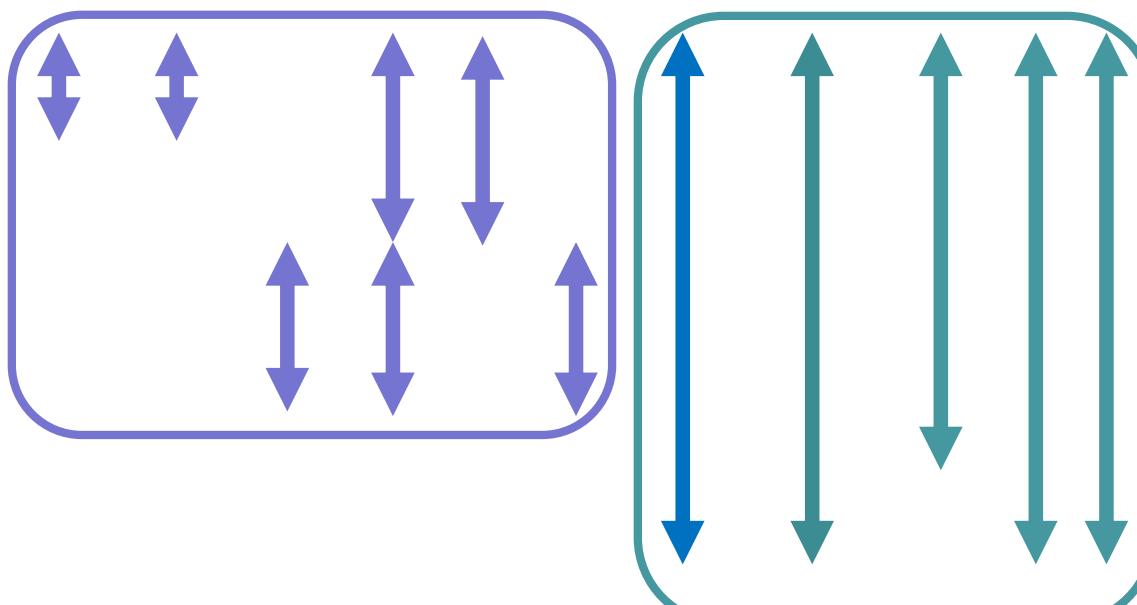
And yes – that is long time ago... So what has changed?



Size of the audience and spontaneity of communications

Press release Wiki Letters Emails Blogs SMS

Websites Reports Memos Social media Chat



Question 10: Social media for organisational use

You have just secured a graduate role at a major consulting company, and are working as an IT consultant. Being one of the latest recruits in the company, you find lots to learn about the internal protocols and acronyms, and thought of creating a portal where all the newer recruits could share their knowledge so that many would benefit from it. You have spoken to other recruits, who all thought that was a great idea, and obtained an approval from the relevant managers. Which platform would you use?

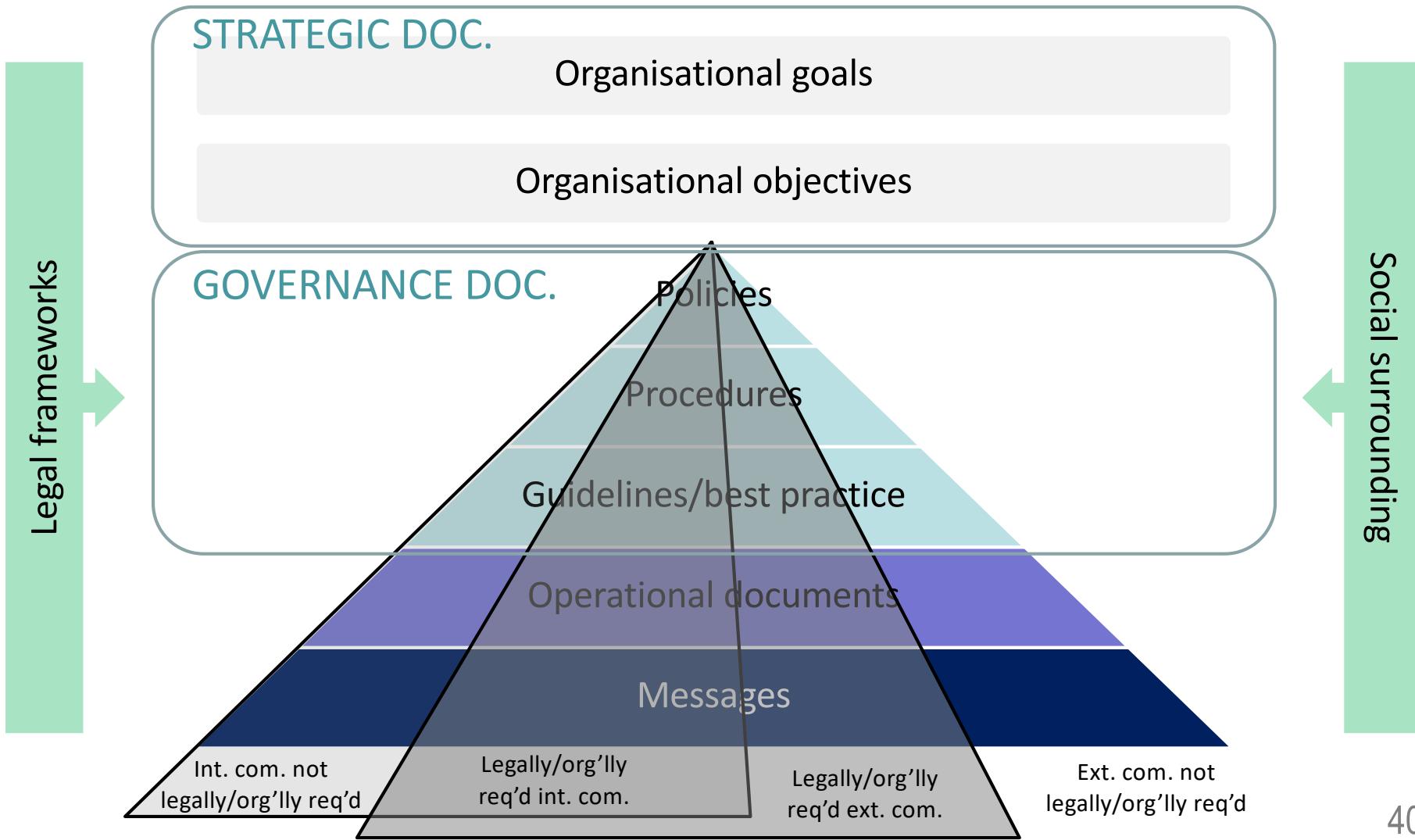
1. A social media page (e.g. Facebook)
2. A wiki
3. A blog

Question 11: 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.

Question 11: 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.



Two/three weeks in three points...

1. More often than not, the organisation responds to a situation not in the way you find most intuitive. It follows certain processes to maintain the integrity and consistency, and you are to play this organisational role to push them along.
2. Observe the trickling effects of different frameworks, be it ethical, social or legal. Organisational governance is managed through the management of information, but it is the people who implement them by assuming their own organisational role.
3. Understand the nature of the communications you initiate, and understand its life and effects beyond its intended purposes.

Things to do this week...

1. Make sure you shared your eFolio and all the submission items for the new deadline in Week 11.
2. Make sure you finalise the presentation for Assignment 2.
3. Not too long till the end of the semester...



◀ Week 6 (8 Apr - 14 Apr)

Week 7 (15 Apr - 21 Apr)

Break (22 Apr - 28 Apr) ▶

Teamwork and professional behaviours (cont'd)

Following the Week 6 reading material and the lecture, we will continue discussing the topic of teamwork and professional behaviours in this week's tutorial, where you will be allocated to a team with whom you will be working on Assignment 2 for the rest of the semester in this unit.

The tutorial session this week will also provide you an opportunity to familiarise yourself with the team, and we will also discuss the Assignment 2 and its requirements in detail.

Pre-class activity: Something to read

In light of the cancellation of the lecture this week (due to the Good Friday Public Holiday on Friday the 19th April), there is no reading for this week. We will however upload during the mid-semester break a Moodle Book on the topic of professional ethics and legal issues for IT professionals; please read it before attending the tutorial in Week 8.

Tutorial: Something to do

Please find below the tutorial sheet for this week, in which you will find an overview, learning outcomes as well as instructions for the activities to be conducted during the tutorial. While your tutors will go through these, it would be useful if you have a look at this document prior to attending the tutorial.

[Week 7 tutorial sheet](#)
38.4KB Word 2007 document



Lecture: Something to think about

Please note that the lecture this week has been cancelled due to the Good Friday Public Holiday on Friday the 19th April 2019.