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9-2 Final Submission

**Analysis**

Our main area of focus is going to be on the internal business process. I have read through all the documents from all the teams and with this understanding that I possess. There needs to be some changes to the way our communication is structured at the company. The single-handed thing that creates great leaders is their effective communication. This is something that will need to be taught to all of our leaders immediately. I have thought deeply about the reasons to start with this section listed below.

Starting with the Internal business processes for the R&D team, we cannot simply not respond to support days before a launch a call like this is dunce decision and we will not be doing that. Cutting communication is never a good idea especially right before a product launch. If your team cannot handle the work that is given, then I would find a team who can do it or if the work is too much for any team, then simply hire more people. Speaking on cutting the product description due to redundancy however is a great idea and I fully support it. Next on topic about communication it seems that the sales team will begin assuming product if we do not hear back from our shipping team. Again, if the shipping team cannot handle the work that is set before them then we will either find someone who can, or we will hire more people. However, for this situation specifically is sounds like we need to create a system to tell us how much of what product we have, and we can set averages for how long it takes products to ship. This is a better form of communication than waiting for someone to respond when it sounds like they can barely do the work they have. I stand firm with the changes to product enhancements. Marketing is one of the most important things we need in the company. To be specific I would like us to focus on clear communication without our teams and to define our product process more clearly. It seems that every team here is having problems with other teams and I would like to clear things up by saying every team is the problem. There is no team that is doing it all right.

Now there is many things we could have addressed here, like the fact that the support team has zero internal support from any other teams. How can we expect our support team to help our clients when we are not helping them ourselves? Avoiding this frustration, I am moving forward to explain why we need to be on the same page within our communication. We have a board of stakeholders that are counting on us to do our jobs and deliver products that people want to buy. The only reason that all of us still have a job is due to our support from our stakeholders/shareholders. Since being on the team I have had a difficult time explaining to the shareholders what is going on due to the poor communication within the teams. Therefore, we need improvement to our teams and product process. If we can’t clearly explain what we are doing to each other how am I supposed to explain it to a shareholder?

To be able to successfully communicate with the shareholders I will need to be able to clearly understand what is going on internally. Starting today we will be adding one product manager to each team to help improve the communication within the teams. I will communicate with all the product managers, and they will share communication throughout the teams. Thank you all for your cooperation.

**Training Plan and Framework**

As director of all technical communication my first step in making a training plan is going to be collecting data on what the staff members know how to do and what they do not know how to do. All staff members should be able to go through training and have a fair idea of what is going on in their job.

The areas of focus will depend on what the results of my data collection tend to be. Though by assumption we will assume that all areas need to be covered. With this as the new intentions we will start by defining our communication strategies that we are wanting to use in our training plan. This starts with interactive/real-time communication and iterative/non-real time communication. Training will be directed at different audiences depending about learning. However, between real-time and non-real time communication we are covering all possibilities of communication with our training plan. Evidence for this is provided in the understanding of why we communicate in the first place.

In areas of internal learning employees, we are going to be mainly communicating with interactive real-time communication. Our goal for this is to have our employees as active as they can be with as much practice as they can get as well in the product. For various managers we will be sure to use peer-to-peer communication as well as some non-interactive communication by using messaging platforms to communicate with one another. The reality is most of our teams are moving online and into remote positions not only for the virus, but we have also found out that we can improve our productivity online. There are pros and cons of the situation, but we will make do with what we have. Whenever we have new employees with managers/directors or not we do not expect them to know everything about our company. That is why we have decided to devise a training plan on how we will teach and train up our new employees. As mentioned above we will use all types of communication to help achieve our goals of training, but we would also like to start by defining expectations of how we will communicate throughout our training. To begin with we will have a visual and written expectations of what communication looks like within our company. Throughout training we will be using voice, video, & in person communication for a clear setting of expectations of what we are hoping to achieve in these meetings. More privately for each employee we will have 1-1’s with each employee along with written communication in email and phone calls. We will also have lots of guides for what success looks like throughout the training with documentation and analytics. After everyone’s training experience all employees should have a clear understanding of what clear concise communication looks like. This is appropriate behavior for the company due to the importance of our clients and shareholders. At BOLDFlash we want to be a diverse company where any member of our company can thoroughly explain our product to our customers and stakeholders. This doesn’t happen without the proper training, which is why it is so vital for communication in our training to be explained in depth. As far as collaboration goes, we will need to we will need all hands-on deck and everyone’s collaboration on this project including directors and managers.

We will be sharing these trainings and learnings with everyone in the company, training will be different between shareholders, managers, and other employees. For example, shareholders training will not need to know the inside and out of the product but rather the overview of what is going on. Whereas managers will need to be able to explain the product thus they will have a different training class. Another way that these different audiences will train is by the communication style. For stakeholders the communication will be peer-to-peer communication with the managers and directors. The communication for managers and directors will be group conferences via web, voice, or IWB. Finally, communication for other employees will be with iterative with online recorded videos or documentation.   
 There will also be two different types of trainings, non-technical and technical. Both trainings will be taken by all internal staff. All staff members will need to know what the product is and exactly how to communicate it. Stakeholders will only need to teach nontechnical trainings taught by a senior director or manager. These training will only be in person to cater to all communication methods that may arise. After going through training all staff members will have to pass testing about the trainings taken to ensure competence in said subject.

For clear finalized guidelines we will start with defining communication types being, real-time and non-real time. Real-time communication is using physical presence to communicate, voice, video, group conferences, web, and IWB. Non-real time is communication that doesn’t need physical immediate response like, email, fax, voicemail, text, documentation management, and analytics. After that we will identify clear specific goals. Next, we will prepare the training materials and make the schedule. After that we will develop training courses for all the staff to use. Finally, we will implement your training program.

**Training**

Being over the mobile division management team we have come to learn the best ways we are able to communicate with others in the organization. Our current focus is teaching others in the organization how to communicate with each other. Organizations have problems whenever communication is a subject that is left behind. Although it may not seem like a large problem at first without communication but day by day, and little by little team’s drift further and further apart from the main goal of the company. We will be helping all teams in the organization by teaching them each how to communicate with one another. We will be starting with the engineering teams and the customer support teams.

We feel as if these teams bring major importance to the company and the north star of the company. After watching for the past few weeks and learning about all the teams we have found some starting ground for the teams we want to start communication work with. We have found that the engineering teams have a perspective to make everything better for the company, even though other teams don’t see that to be true it is. The background of engineers is to make things faster and more automated. The organizational agenda is to create the best systems possible to maintain efficiency and profitability, which is a common shared goal between most teams. The next team we are ready to move forward with is the customer support teams. Like many other teams we find the background of this team to be with people who have experience with other people. The perspective that this team brings is from our userbase. This team gets to see day in and day out all the different problems that our users face. The organizational agenda for this team is to lower the problems that we face in our organization by teaching our users how to properly use our product.

At our company due to a lack of communication we have found that our internal teams have anger towards one another all due to many valid reasons but at the root it is a failure of communication. We believe that our team can make a difference by teaching teams how to properly communicate their team goals and how they can align with the organizational goals. To have a striving and growing organization this matters. We need to consistently be growing and asking for feedback to move forward. Technical communication will be the difference maker when it comes to getting the correct information to all the different teams. The necessary information that we need changes depending on the team that we are looking at. For example, the engineering teams we would need less technical communication and more communication about the product and what their goals are for the company. Not everyone can understand their deep level of technical knowledge and that is okay, it just needs to be explained to other teams differently. For the customer support teams we will be defining process a little differently, this team will focus on their ability to teach our users how exactly to use the products for the best customer ratings. For some learning how to communicate will be a simple process, however there will be a push back on others. For a thought exercise most people know how to speak, but speaking isn’t communicating although the line between two is thin.

The first step to growing in communication is to set goals. This will be done by my team and leadership. We will set goals for the organization and what we are trying to accomplish. Other teams will always be trying to move the company towards our goals, but each team will look different. Although all teams will start with the same path of listening. Before anyone can learn to communicate and speak, they must learn to listen. This will be the first step for all teams. Following that teams will begin templating their communication message for some consistency. There is to many times where teams have just used one or two sentences for an entire email about a team change which is simply not enough. Templating communication will also help the correct information for the correct teams. In templated emails there will be a section for each department that is specific to them. This will help all teams understand their purpose and ensure that each team gets the required information gets to the correct audience.

For specifics in for the two starting teams we will start with engineering. This team will start by taking the goals that leadership sets and putting them into place within their own team. After this implementation the team will begin to form templates of communication for the other teams. This will include how the team will be communicated to and with. The engineering team will also meet once a month to go over all the new projects that are being worked on with the leadership team. This will also serve as a time to practice communication before the quarterly meeting with shareholders. Prior to this meeting will be a detailed list of all the things that engineering plan to go over in deep detail. On the chance that the team doesn’t get to go over everything they will be able to send out emails to all of leadership and other teams about current projects and things that are going on in engineering. The customer support team will start with the same expectations that the engineering team had which is listening to leadership about organizational goals and planning within their team to meet all these goals. The team will also template majority of communication out to the other teams. This team specifically due to their interactions with our users will begin to document helpful articles for all our customers. This will help for a list of reasons, starting with people learn best by teaching. Next this will help grow our user guides to help automate our company. Some other guidelines that all teams will change to is biweekly trainings. These trainings for some will be in their job specifically or for other just in generic communication. It’s been said that companies that move forward grow faster and that will be the case with our company. I have found it to be helpful for a staff to be consistently desiring feedback for growth. This is what makes a strong team, and we believe that starting with teaching our staff how to be the best version of themselves is a great start.