

Position Green<sup>•</sup>

# Communication Handbook

## Position Green



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# Position Green Communication Handbook!

This handbook is your go-to guide for effective and friendly communication at Position Green. We've put together some tips, tricks, and best practices to help us all communicate better and work together seamlessly. Let's make our conversations as positive as our mission!

This handbook is here to help you in many ways. Whether you want to read it from start to finish to get the big picture on communication principles or just dive into specific sections to tackle your immediate challenges and goals, it's got your back on your communication journey.

## Communication Culture in Position Green

At Position Green, we are deeply committed to fostering a collaborative and open environment for communication. Our aim is to create an atmosphere where every team member feels comfortable sharing ideas, addressing concerns, and engaging in meaningful conversations. We highly value your unique perspective and believe that honest and open communication is the key to our collective success.

Constructive feedback is more than welcome; in fact, it's encouraged! We view feedback as a tool for growth and an opportunity to learn from one another.

Furthermore, it's essential to recognize that we're all in this together. There's no hierarchy when it comes to communication – we're a team, and our goal is to support each other in improving our communication skills. Whether it's a message on Slack, a virtual coffee break, or a face-to-face meeting, let's maintain an environment of open dialogue and a positive atmosphere. And, if you have any ideas to enhance our communication culture, please don't hesitate to share them with People & Culture. Your input is highly valued, and we're eager to hear your suggestions.

At Position Green, we also foster a culture of direct communication, where we prioritise talking to each other, not about each other. So, let's keep those lines of communication wide open, and remember that we're all here to support each other and work together toward our shared goals.

## Channels and Tools

Effective communication is integral to our collaborative work culture at Position Green. It is the employee's responsibility to keep themselves informed by reading pertinent information and staying up-to-date with company updates.



At Position Green, we have three main channels of communication except calling. Two for internal communication - Slack and PG Way, and one for external - email.

In the following section you will find guidelines for using these channels.

### Slack

Slack is a tool that we use for daily communication purposes. In Slack you can communicate one on one directly with your colleagues, and with a group of colleagues through different *channels* that we use for different purposes. Some of the channels are accessible for everyone, while some are limited to a specific group of colleagues. Some channels are mandatory for all employees to follow, and some are only mandatory for some parts of the organisation, while some channels are completely voluntary.

Some principles:

- When we have a message that requires action, we always mark the message with **!! ACTION REQUIRED !!** at the top of the message. Always include a deadline, and ask everyone to react to the message with a  to ensure that everyone has taken action.
- When we have a message including important information, we always mark the message with **! IMPORTANT INFORMATION !** at the top of the message. Always include a deadline, and ask everyone to react to the message with a  to ensure that everyone has read the message.
- It's not expected from you to respond to your Slack messages instantly, as this is not an efficient way of working. Instead try to schedule a few time slots a day when responding to Slack messages. If we want to come in contact with a colleague in urgent matters, we always call.
- Always reply in threads instead of writing a new message when responding - this is very important.
- Before writing in a Slack-channel, make sure you use the right one and that you follow the guidelines for that channel.
- Use Slack's functionality to create "sections" for your channels and colleagues. You can create a section for "Team", to where you can add the people you work close to e.g. colleagues in your team and team groups. You can also create sections for "Social/Fun" or similar. This makes it easy to screen through the channels, so you don't have to look through all the channels when going through Slack. It is mandatory to create a "priority" section with the following department specific channels:

- Your profile is pre-filled with information from BOB. Please change your profile picture and if you'd like, you can change your Display name if you want to have something else than your whole name.
- Use channels purposefully: Organise conversations into relevant channels for easy navigation and focused discussions. Create Relevant Channels: Use channels to group conversations by topics or teams (e.g., #marketing, #projects).
- Be concise: Communicate your points succinctly while ensuring clarity.
- One-on-One: Use direct messages (DMs) for private conversations with individual team members.
- Customise Notifications: Set notification preferences to stay informed without being overwhelmed.
- Status Updates: Use status updates to indicate if you are working from home or another location than your normal office, you can also indicate your availability and current tasks.
- Use check marks to show that you have noticed/read information or questions.

We have gathered information about the different slack-channels to follow here:

<https://sites.google.com/positiongreen.com/pgway/people-culture/administration/workplace-tools/slack?authuser=0>

## **PG Way**

PG Way serves as our intranet. This is a centralised hub where you can access information and stay up-to-date with the latest news and updates from our organisation. In the menu bar to the left you can click your way to the page you want to visit. You can also use the search bar to find your way.

The page is built with the structure that company-related information comes at the top. Position Green, People & Culture, Finance and Marketing & Communications. After that comes information divided by offices and then on a department level. Each headline has subpages under, so to find the right information, you might have to click a few times (if you don't use the search function).

If you notice that some information is not correct, please notify the page owner.

## **Email**



Email is something we use mostly for external communications. If you are working towards customers, you link your email to Hubspot in order for your email to be logged and tracked in Hubspot.

Here are some good things to keep in mind when it comes to managing email efficiently and securely:

**Sending emails:**

1. Double check that you have the correct recipient email address before sending the email. Incorrect addresses can lead to important information being misplaced or lost.
2. Use a short and descriptive subject line that summarises the purpose of your message. It helps the recipient understand what the email is about.
3. Double check your email for typos and grammatical errors. A well-written email makes a better impression.
4. If you include attachments, make sure they are relevant to the topic and not too large. Large attachments can be difficult to download and can annoy the recipient.
5. Remember not to share sensitive or personal information in emails unless necessary.

**Receiving emails:**

1. Be wary of emails from unknown senders. Avoid clicking on unknown links or opening attachments unless you are sure they are safe.
2. Use your email service's spam filter to reduce the amount of spam you receive. If you receive suspicious email, mark it as spam.
3. If you receive an important email, try to respond as soon as possible if possible and relevant.
4. Use strong passwords and two-factor authentication to protect your email account from unauthorised access.
5. If you see that your email address has been used in the Bcc (Blind Carbon Copy) field to hide other recipients, please respect their privacy by not replying to all unless appropriate.

## Meetings and Presentations

In this section, we'll explore the significance of meetings and presentations and offer practical tips to help you excel in these communication activities.

**Our key points on how we conduct meetings at Position Green:**

**Time Management:** Meetings at Position Green start promptly and are scheduled to end *five minutes before* the allotted time. This ensures that everyone has time to wrap up discussions, ask questions, or clarify any points without feeling rushed.

**Preparation is Key:** To make our meetings efficient and productive, it's essential for all participants to come prepared! This includes reviewing the agenda, relevant documents, and having any necessary information or materials ready in advance.

**Active Participation:** We value active engagement in our meetings. This means contributing to discussions, asking questions, and providing input when relevant. Your perspective and involvement is important.

**Meeting Room Bookings:** For in-person meetings, we encourage everyone to book available meeting rooms in advance. It's a reminder to all of us that if you have reserved a meeting room and your meeting gets cancelled or rescheduled, please take a moment to cancel the room booking as well. By doing so, you free up the meeting room for others who may need it!

**Screen Sharing and Google Meet:** When team members are working remotely, Google Meet is our go-to platform for digital meetings. In these situations, it's standard practice for each team member to use their own screen for Google Meet. This allows everyone to have an equal and clear view of the meeting, fostering effective communication and collaboration. By following these practices, we can maintain a seamless flow of communication, regardless of where team members are located

**Presentations:** Marketing owns the Brand Guidelines and templates, while Sales and Customer Service Operations manage all other templates in use.

## Collaboration and Team Communication

In Position Green we have a very dynamic work environment which means that effective collaboration and team communication are essential for achieving our organisation's goals.



Effective collaboration doesn't happen automatically; it requires intentional effort. All teams within Position Green have their own Slack channels and weekly team meetings to manage the communication. In addition to this, we have gathered some strategies to help you create an even better communication strategy in your team.

- Define clear and specific goals for your team to work toward. It doesn't necessarily have to be connected to the existing KPIs.
- Clarify roles and responsibilities within the team to avoid confusion and duplication of tasks.
- Feedback Culture: Create a culture where giving and receiving feedback is encouraged and constructive criticism is valued.
- Practise active listening to understand your colleagues' perspectives fully.
- Encourage open and honest communication among team members. Make it safe to express ideas and concerns.
- Be concise and clear in your communication. Avoid jargon or overly technical language.
- Respond to emails and messages in a timely manner to keep the flow of communication smooth.
- Respect diverse viewpoints and cultural differences within your team.
- Address conflicts promptly and constructively to maintain a harmonious working environment.

## Remote and Virtual Communication

Employees are granted the opportunity to work remotely for 1-2 days per week. This aims to enhance work-life balance, reduce commuting stress, and improve overall job satisfaction. Whether you're working from the comfort of home, a café, or any spot that suits your workstyle, here are a few important pointers:

**Be Responsive:** Keeping an eye on notifications and messages on Slack ensures our workflow remains seamless.

**Virtual High-Fives:** While we miss those office high-fives, let's not forget the virtual variety! Celebrate achievements, big or small, and maintain that uplifting atmosphere.

**Balance Matters:** Remote work offers flexibility, but remember to strike that balance. Take breaks, recharge, and ensure a healthy work-life.

**Time Zone:** Plan ahead when scheduling meetings, please consider the time zones of all participants.

## Social media guidelines

These guidelines apply to Position Greens employees who create or contribute to social networks, blogs, web newspaper conversations, online commentary or any other kind of social media, or that uses social media platforms.

All Position Green employees are welcome to participate in social media, we expect everyone to understand and to follow these simple but important guidelines, to secure our reputation and assets:

- **Confidential information:** Do not share confidential information relating to the Position Green or any third-party. Confidential information may for example include non-public information regarding business plans and strategies, trade secrets or privacy protected information.
- **Legal processes:** Do not comment on legal or regulatory matters pertaining to the Position Green.
- **Tone of voice:** Post meaningful, respectful comments. When disagreeing with others' opinions, keep it appropriate and polite.
- **Add value:** Statements must be true and not misleading; all claims must be substantiated, and opinions should be separated from facts.
- **Express *your* opinions:** Only authorised personnel may make statements on Position Greens behalf on social media.
- **Openness:** Be transparent and state that you work at Position Green if commenting on issues pertaining directly or indirectly to the Position Green's activity and i.a. its competitors.
- **Respect your own privacy:** Do not send or post personal information.
- **Position Green photos:** It's not allowed to post photos from Position Greens conferences, meetings, office retreats or any other Position Green setting on social media, with the exceptions of marketing of Position Greens seminars.
- **Password:** Don't use the same passwords for your corporate accounts as for your accounts on social media.

For each post, repost, comment and "like" that you make, please consider whether and how the activity protects and builds Position Green's reputation. This is particularly important for, but not limited to, activity on professional/work-related social media. When posting content on LinkedIn, or any other professional/work-related social media, assume people you are communicating with will associate you with Position Green.

Our overall goal is simple: To participate online in a respectful and relevant way that protects and builds our reputation. If you are in doubt whether a potential post will conflict with any of the above guidelines, do not post.

## Confidentiality and Data Security

In Position Green, safeguarding confidential information and ensuring data security are paramount. As stewards of sensitive data, we have a responsibility to maintain the trust of our customers, partners and colleagues.

To think about in regards to...

### ...office

- ☒ Don't let anyone in that you don't recognize
  - ☐ ask who the person is
  - ☐ wait until or take the visitor to the host
- ☒ Lock your computer when you leave it (CTRL + CMD + Q / win + L)
- ☒ Never plug in an unknown USB memory

### ...platform

- When you get an email that someone wants an account - contact your contact person and make sure it's correct.

### ...equipment

- Have a strong passwords on your computer and phone
- Use 2-factor when available
- Encrypt your hard drive

### ...other software

- Don't click on links in suspicious mails or open attachments that you don't expect
- Don't install software that we don't have a licence for
- Save documents in Google Drive or Sharepoint, don't save on your own computer and hard drive

### ...customers

- Strictly avoid talking about customers and Position Green in public
- Don't disclose information received from a customer to other customers



## Crisis Communication

In the event of a crisis, you find the relevant documents in [this Google Drive folder](#)

## Language

We embrace both Business English and British English as part of our communication style. Our goal is to ensure that all team members can communicate comfortably, so feel free to use the English style that suits you best!

## Feedback and Suggestions

Constructive feedback is more than welcome; in fact, it's encouraged! We view feedback as a tool for growth and an opportunity to learn from one another.

When providing feedback, follow these guidelines to ensure it is constructive and well-received:

- Offer feedback in a timely manner, focusing on recent events or actions.
- Be specific about the behaviour or situation you are addressing. Avoid generalities.
- Discuss actions and behaviours rather than making judgments about an individual's character.
- Provide a balanced view of both strengths and areas for improvement.
- Use "I" statements to express your perspective and feelings, making it less accusatory.
- When possible, suggest solutions or improvements to accompany your feedback.

Receiving feedback with an open mind and grace is equally important. Here's how to do it effectively:

- Pay close attention to the feedback without interrupting. Seek clarification if necessary.
- Resist the urge to become defensive. Instead, focus on understanding and learning.
- Seek additional context or examples to fully grasp the feedback.
- Acknowledge the feedback provider and express appreciation for their input.
- After processing the feedback, reflect on it, and take appropriate actions for improvement.





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Stockholm  
Gothenburg  
Malmö

Denmark

Copenhagen

United Kingdom

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