



FLUIDITY BUSINESS COMMUNICATION ASSESSMENT



HAS THE TEAM COMMUNICATION IN YOUR ORGANIZATION HIT A TRAFFIC JAM?

Communication in an organization is one of the most important aspects of a successful business. However, communication can break down quickly with numerous meetings, emails, text messages, and phone calls. If you don't have a streamlined collaboration/communication strategy, countless hours can be spent in unproductive meetings or clarifying unclear messages. Organizations are still adjusting to a new business landscape due to COVID-19. It is estimated that individuals are spending MORE hours than ever working. You would think more hours worked equals more productivity, right? Wrong.

For your organization to thrive, communication needs to be the focal point, and it needs to be effective. Streamlining your communication process and enhancing team collaboration is critical for your business to be successful, avoid team burnout, and remain competitive. Effective communication should empower you and your team, not hold it down.

Jaison Barnes

COMMUNICATION BREAKDOWNS

\$450 Billion Dollars the possible cost per year of disengaged employees. ([Conference Board](#))

60% of companies don't have a long-term strategy for their internal communications. ([Workforce](#))

86% of employees and executives cite lack of collaboration or ineffective communication for workplace failures. ([Source: Salesforce](#))

57% of employees report not being given clear directions and **69%** of managers are not comfortable communicating with employees in general. ([HR Technologist](#))

21% more profit for businesses who have highly engaged employees as opposed to those who don't. ([Rise People](#))

EMAIL BY THE NUMBERS ⁴

3.1 hours spent checking work email on weekdays.

49% regularly check work email outside of normal business hours.

41% Check work email while watching TV/movie.

39% READ 100% of opened work emails.

45% Do not get to "inbox-zero."

MEETING INEFFICIENCIES

50% Percentage of time the average leader spends in meetings each week. ¹

63% Percentage of meetings that don't have an agenda. ²

67% Percentage of meetings that end before a decision is made. ³

¹ Rogelberg, Steven G., Scott, Cliff & Kello, John (December 2007). "The Science and Fiction of Meetings." MIT Sloan Management Review.
² Russell, Daniel (April 20, 2015). "America Meets a Lot. An Analysis of Meeting Length, Frequency and Cost." Attentiv

³ Mankins, Michael and Davis-Peccoud, Jenny (June 7, 2011). "Decision-focused meetings." Bain & Company
⁴ Abramovich, Giselle (August 11, 2018) "Study: Contrary To Popular Belief, Email Is Alive And Well" Adobe

COMMUNICATION STRATEGY ASSESSMENT

COMMUNICATION POLICIES

Which of these communication strategies are you currently using in your organization?	YES	NO
Avoid lengthy emails by limiting # of words.		
Use meetings or phone calls for longer more difficult discussions.		
Use a chat platform (MS Teams) for quick questions and discussions.		
Tips for more effective virtual meetings.		
After-hours communication policies.		
Policies for timely responsiveness with customers/clients (SLAs).		
Expectations for response times internally.		
Processes to escalate helpdesk tickets and/or customer requests.		
Do you review/update your communication strategies annually?		

SOFTWARE & APPS

Which of these types of tools does your organization use for collaboration?	YES	NO
CRM (Salesforce, Dynamics 365)		
Project Management Software (Monday.com, MS Teams)		
Document Repository (Sharepoint, Google Docs)		
Instant Messaging System (Slack, MS Teams, Google Hangouts)		
Organization-wide Q&A Forum (Yammer)		
Do any of the software you are using have overlapping or similar functionality?		

COMMUNICATION STRATEGY ASSESSMENT

COMMUNICATION TEMPLATES

Which of these types of standardized templates do you employ for internal and external communication?	YES	NO
Meeting agendas		
Email signatures with contact/website information		
New product/service announcements		
Team newsletters		
Policies and procedures		
Important company announcements from leadership		

MEETING EFFICIENCY

Which of these strategies do you currently exercise in regards to meetings?	YES	NO
Require that an agenda be provided prior to the meetings.		
Reasonable expectations are set for timely decisions on initiatives.		
Require "Video On" during virtual meetings to foster interpersonal connections and increased productivity.		
Recording and distributing of virtual meetings for future reference.		
Do you and your team feel that most meetings produce meaningful outcomes/decisions?		

**DO YOU FEEL COMMUNICATION WITHIN YOUR ORGANIZATION IS
CLEAR, EFFECTIVE, AND TIMELY?**

If not, keep reading to learn how to make your communication strategies fluid!





SAVE
Time & Money

**STREAMLINE YOUR
COMMUNICATION
STRATEGY FOR ONLY**
~~\$850~~ **\$560**

In just a few short weeks, you will be well on your way to implementing clear communication policies and procedures that could **SAVE YOUR BUSINESS THOUSANDS** in the next 12 months!



SAVE 30%

Through September 30, 2021, new clients will receive a 30% discount for the Fluid Communication Strategy package.



PRICE GUARANTEE

If you find this level of service elsewhere for less, we'll match the price!

WHAT YOU GET:

- ✓ A strategy session to discuss the current state of business communication.
- ✓ A Communication Process Mapping Expert will identify unique solutions to improve your organization's communication strategies.
- ✓ High-level strategy documentation to map out your solutions.
- ✓ A strategy session to discuss the best ways to implement your solutions.

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