

Top of the Ops

How to deliver CHART-TOPPING OPERATIONAL COMMUNICATIONS

Operational communications (OpComms) are the regular instructions and briefings that set the stage, ensuring work gets done, changes get implemented and people stay up to speed with the pace of large businesses.

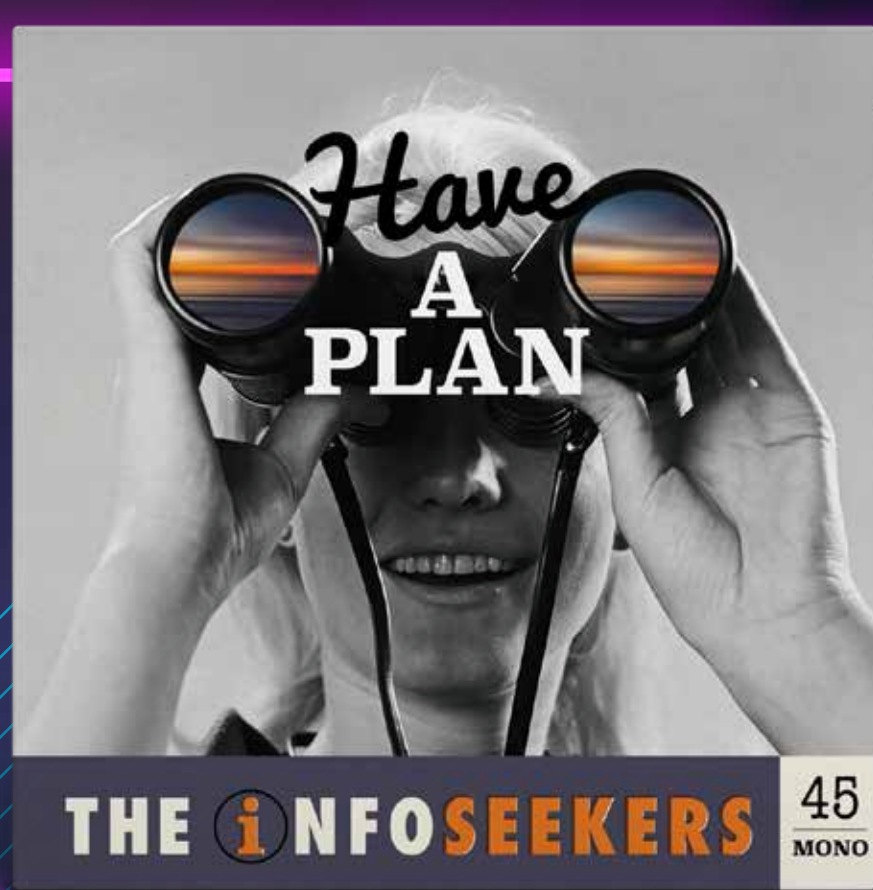
Although they're not usually the star of the comms show, they definitely deserve a share of the limelight.

So how can we turn those everyday compliance, safety and business updates into smash hits?

Here's our COUNTDOWN of the TOP TIPS



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Have a plan

The Infoseekers

Find out the milestones on the horizon in your organisation and get that info down onto a single page. A clear plan of up-and-coming events will give you a cracking set list for your OpComms.

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Define a cadence

The Drumbeats

How often do things change and how regularly do people need to know about this change? Establish a rhythm and routine for your OpComms that matches this pace and stick to it – no matter what. We're talking percussion perfection here.

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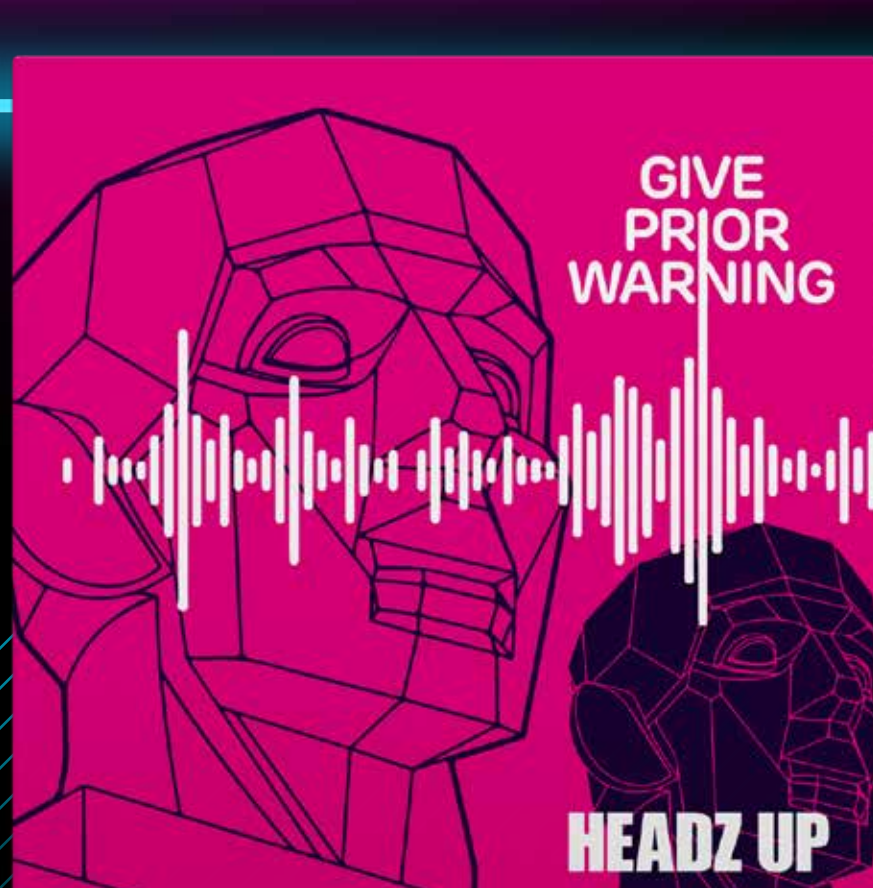


Set expectations

Consistan C

Keep the format consistent – same layout, same tone, same style of instructions. That way, people can concentrate on finding the important content of the message and put it into action. Like a contagious chorus your colleagues can sing along to.

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Give prior warning

HeadzUp

Help your people plan for upcoming key dates by giving plenty of forewarning. Tantalise them with a teaser. Communicate as much as you can in advance, even what you don't know, and follow up when you have the full story. This gives your people confidence that they are being kept fully informed.

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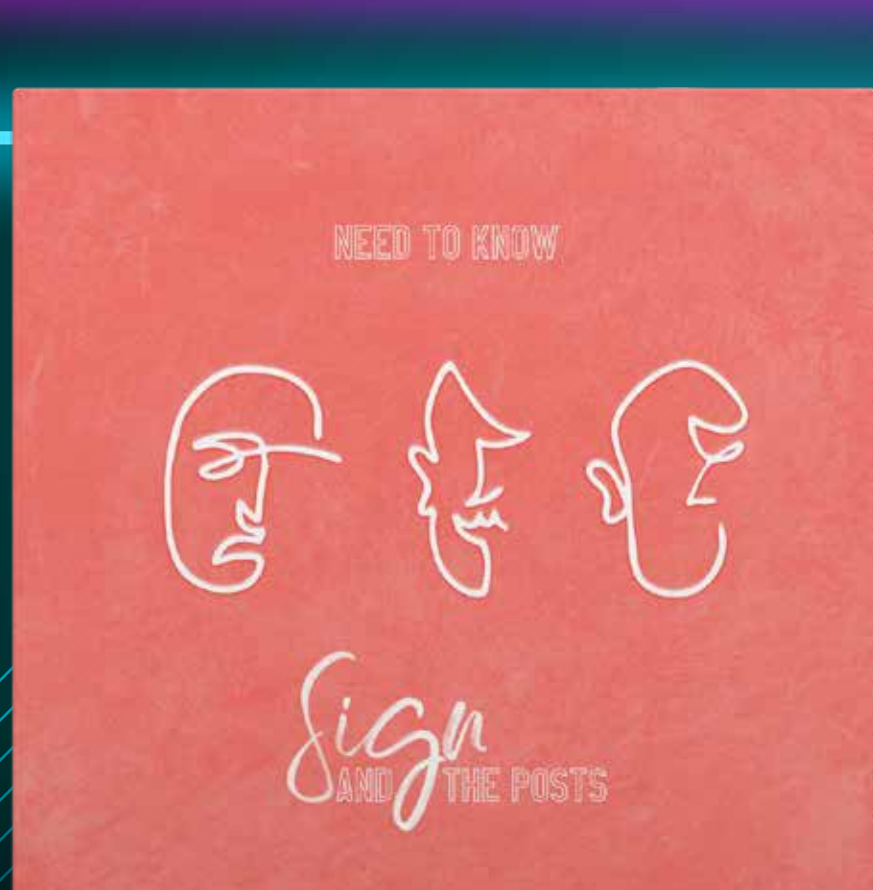


Tailor your messages

Brief 'n' Simple

Remember how much time and brain space your people have to digest information. Keep your OpComms as brief and visual as possible, so that the instructions can be quickly understood. No ten-minute instrumental intros, please.

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NEW



Need to know

Sign and the Posts

Segment your OpComms information into different parts and signpost them clearly. If it's background information or additional detail, make this obvious and provide the option to read it when they have the time.

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Need to brief

The Cascades

If you're giving team leaders information, make it clear which parts are for them and which parts need to be passed on. Giving managers extra detail, above and beyond simple instructions, helps them become an important part of the OpComms cascade process.

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Need to do

Clear Instruction

If you're writing instructions, challenge yourself to write as succinctly and clearly as possible. Work with a colleague to identify where you can be even clearer and always write in an active voice: 'please ensure' never adds value.

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NEW



Feedback loop

The Wannaknows

Give your people the chance to ask questions or share feedback on the OpComms they receive. This will help you clear up any uncertainty quickly and give your people the right information the first-time round.

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Measure impact

The Metrics

You know what's exciting about OpComms? Measurement is a breeze. That's what gives The Metrics our top spot. Take the opportunity to see the impact that your messaging makes to the successful delivery of your organisation's instructions. Measure, learn and refine.

want to grab the no.1 spot for operational communications? find out more at

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