Strategic Communication Plan

Name

Institution Affiliation

1. Description

The most fulfilling task is by which you can be able to associate with and which helps you to grow. For me, the challenge and opportunity is in coaching my direct employees. Coaching my direct employees is important to me as it helps create a pool of resourceful and responsible leaders who can fill the gaps when required to do so. It is also important as it helps improve the ability of the employees and makes them realize their potentials with ease.

2. Goal

The most important goal for me is to develop a team that will work on a new project in the coming years. The team has to be strong, skilled and at the same time aware of their surroundings and the potential they possess as well. In as much as I seek to do this, there is a need to ensure that my targets are clear, concise and actionable. Sharing the goals with the team will also make them own it, and this shall even make the goal clearer.

3. Audience

My audience is comprised of direct employees of the company who are under my supervision and instructions. They are mainly the employees working in the communication department, technical departments, sales, and marketing department, and finance department. All are senior officers with their offices being under my watch. They are of mixed genders with the majority of them having families and in their mid and early thirties. Our relationship is very professional yet friendly as we are expected to act most openly to encourage productive work in the office. The professionals are from a wide range of fields. A majority of them have a background in computer science and information technology while three of them are finance officers. The ladies in the team are experts in sales and marketing with one of them using her skills in front office and public relations as well. The average experience of the whole team is roughly 2.5 years to 4 years. Coaching has been an essential activity in the organization, and it has been our culture. This fact has not only made them aware of what is expected of them, but it has as well created an open mind for them during the learning process. In fact, in most of them are immersed in the coaching sessions to the extent of wanting to have it every other three months. Having communicated with them in the previous weeks, I feel that they are ready for the experience as it helps them to grow as well. During the process of coaching the employees, there is a tendency for me to be biased towards the results of the last coaching session. In most cases, I might be tempted to think that I need the same approach as the previous one.

To get enough information about the employees, it will be vital for me to use the resources from the organization as well as other sets of information that touches on the performance of the employees. Enquiring from other employees might as well work as they relate in most ways in a vertical level. These sets of sources will only prove my employees as ready to the task and determined. The focus of the employees is proof enough that the process helps them in their professional lives.

The tone to be used in the challenge will all through be soft. A soft tone depicts care and empathy, and these are values that are important during coaching. The conversation and the communication will be formal in most cases and for purposes of breaking the monotony casual. Communication is expected to be personal as it is in a formal setting. To fully achieve the targets and objectives of the coaching session, it will be prudent for me to ask questions to ascertain that all are understanding the concepts being used. Communication among the employees might be impersonal and casual in a way but not throughout the whole process.

4. Key Message

The primary message of the communication will be in helping the employees understand the best way to use their synergy for purposes of steering the organization forward. The message will be very compelling as in harnessing their energies for the organization they will also be enjoying the fulfillment that comes with achieving considerable success at workplace. The message will be clear and concise and will be aligned with their personal and professional goals and needs.

5. Supporting Points

The points to support my communication is mostly on the value of utility. The first point will be on the effectiveness of employees at workplaces after the coaching sessions while at the same time the impact it has on their personal lives. The second point will be on improving the overall value of the organization by ensuring that the employees are motivated and charged up for the duties ahead of them. The last supporting point is the emphasis on how coaching sessions create an independent thinker who can offer solutions when required to do so. Sources of the points will be from other people who engage in capacity building through coaching as well as benchmarking from what other organizations have also done.

6. Channel Selection

The communication style that is preferred in the case of coaching is the consult and join style as it creates a rapport and at the same times encourages sharing of information and peer to peer learning and coaching. The channels will be effective as they will not only create valuable information, but they will also empower the employees to share information amongst themselves. The primary purpose of the channel is to ensure that vertical and horizontal communication has been made effective and at the same time ensure that the objectives of the coaching sessions have been attained. In this case, the aim is to ensure that the employees are made ready to work on future projects.

7. Action Request

The call to action for my audience is clear, concise and easily actionable. The call to action presents many reasons as to why coaching is vital to the employees especially to their individual growth as well as in their work. The employees are expected to immerse themselves in the coaching as it is beneficial to them in all aspects.

References

Hartley, P., & Chatterton, P. (2015). Business Communication: Rethinking your professional practice for the post-digital age. Routledge.

Pearson, R. (2017). Business ethics as communication ethics: Public relations practice and the idea of dialogue. In Public relations theory (pp. 111-131). Routledge.