



## Communication series: What is a good communication?

Dennis Edens

Duke Tech Solutions team has significant experience in communicating to different levels in an organization, and to different stakeholders. In this series of articles our team members give you our thoughts on some of the basics in communicating with a purpose. Enjoy reading them. Your comments are always welcome.

## What makes for good communications?

In real estate, it is location, location, location. For everything else it is communication, communication, communication. Being a consultant company, DTS fully understand the importance of communications and how it should be linked to your organizational goals. We take great pride in providing the proper communications for the audience to which we are communicating (with high quality in a timely manner). This said, what makes for good communications?

## Plan your communications

### The communication framework

Knowing the goals and objectives are key to creating your communication plan and provides you with the understanding required to make your communications effective. It is important to understand the goals and objectives of the communications before creating the communications. It is also important to understand the audience or recipients of the communications. Some of the recipients may need to know or are interested in different pieces of the information or communications. Knowing the goals, objectives and audience will help in determining the timing and channels of communications that would be most effective.

Typically, the communication process should include a review and approval of the communications before it is officially released. Depending on the importance of the communications, a backup communication mechanism may be needed or required. This can be especially important in the case of a national disaster or emergency when some forms of communications may not be possible. Do you have a plan if the projector is not working? Once the communications have been made, documenting and archiving the communications should also be addressed.

Finally, metrics to measure timeliness, effectiveness, accuracy and overall quality of the communications should be put in place. This data will be needed to help identify areas of improvement moving forward.

DTS has created the framework shown below that we feel should be used in creating and implementing a communication plan.



### What are your goals and objectives?

Knowing the goals and objectives of your communications is required to understand the need of the communications and what needs to be communicated?

### Who is the audience?

Who needs to be included in the communications and is the communication the same for everyone needs to be considered?

### What channel(s) should be used?

Once you understand the objectives and the audience, the question to be answered is what the best communication channel(s) is to use.

### Key Takeaways

To define your communication plan, you need to understand the following:

- Goals and objectives
- Audience
- Channels that will be used

The communication plan is just as important as the communication itself.



In developing your communication plan, you should also take into account best practices for communications. The list below are just a few examples of the best practices that should be considered:

- **Face-to-face communication** is best for making a personal connection and overcoming resistance to change.
- **Meetings** are best for communicating more complicated ideas or when you want input from team members
- **Paper** (such as handouts or a flier on a bulletin board) is best when details are important, or dates needs to be referenced
- **Electronic** (such as email or an intranet page) works well for those who have frequent access to computers
- **Video** is best used when you want to appeal to visual and audio senses or to tell a story. More and more companies are using short, grassroots type videos to get messages across
- **Internal social media** is most effective to build a culture of collaboration and rapport among dispersed team members.

Most people probably follow this framework without really thinking much about it, but putting this type of discipline in place for your communications will help insure that your communications is effective and provides the results that you want and need. Taking this little bit of extra time will be more than worth it in the end. Remember it is all about communication, communication, communication.

We enjoy discussing these topics and improving ourselves continuously. We would love to hear your thoughts on this series. Please do not hesitate to reach out to the author with your feedback.



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## References

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- [1] Sudheer Dharanikota, "A series on - Communicating like a consultant," DTS Blog, [Summer 2019](#)
- [2] Sudheer Dharanikota, "Communication series: Presenting data," DTS Blog, [Summer 2019](#)

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## About the Author

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Dennis Edens

Dennis Edens has over 25 years of experience in the telecommunication's industry in the areas of Operations, Engineering, and Business Development. Dennis received his BSEE engineering degree from the University of Nebraska at Lincoln and his master's in management (MBA) from North Carolina State University in Raleigh.

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## Contact Information

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Dennis Edens, Manager

Duke Tech Solutions Inc.

+1-919-332-9681

Dennis.Edens@duketechsolutions.com

www.duketechsolutions.com

