

## People and Communication

Your organisation can have the right products or the right services or even the right solutions – but to really capitalise on this and to ensure your future success, the two most critical factors you need to address are:

- **People** – having the right people with the right skills and the right experience and understanding, who can make a difference!
- **Communication** – assessing how everyone communicates and whether they communicate effectively – both internally and externally!

*"You don't build a business,  
you build people and then  
people build the business."*

**Internally** – how do you manage the services and solutions that you then ultimately deliver to your customers?

- Are you really utilising your people in the right way?
- Are these resources correctly aligned – so they can do their jobs in the most effective and efficient manner?
- How involved are they in all the necessary processes?
- Do they feel involved? Do you ask them?
- Do they have everything they need to operate in the most efficient way?
- How much duplication of effort or wasted resource is there?
- Do your staff communicate horizontally or vertically throughout your organisation?
- Do they share knowledge, skill sets, expertise?

**Externally** – how do you manage the communication with your customers?

- How frequently do you engage with your customers?
- Are you delivering the optimum level of service to them?
- How do they view their service from you?
- How do they want to receive the services, solutions or products from you?
- How often do you ask them?
- What platforms / media should be utilised? How, where, when and why?



*To find out more, please just call or email us. If you have a particular requirement, we will always be happy to provide you with an informal, no-cost, no-commitment consultation.*