

## Customized Communication Protocol (CCP)

### Customized Communication Protocol (CCP) Overview:

Using electronic communications technology effectively is critical to sustained productivity. A communication protocol customized to the specific requirements of your organization will enhance productivity by promoting:

- **Clarity** – The goal is to establish guidelines for each communication device used within a team creating an effective baseline for the communications culture.
- **Consistency** – Define which devices will be utilized, response times for each device and what information will be communicated by each device.
- **Cost efficiency** – Protocols extend the value of individual and group productivity training throughout the company without adding substantial expense.

### The Process:

Customization begins with identifying a project sponsor in the organization and conducting a series of interviews where we discuss the communications culture, objectives, roles and IT requirements of each work team. We combine this data with our expertise to create the communication protocol. The protocol we develop is then customized further—by the client or our firm—to meet the company's graphic standards criteria. The final protocol we produce is formatted into an attractive tri-fold brochure. Clients can elect to print their own documents or have electronic files for staff members to download.

As part of the program, distribution of the protocol is formalized, with internal champions leading the effort using a customized Microsoft PowerPoint® presentation. McGhee Productivity Solutions consultants assist with the creation of the presentation and offer a two-hour coaching session to support team leaders in delivering the training.

Reinforcement of the use of the protocol is critical for long term success. Part of the customization of this protocol is to establish criteria for encouraging and promoting ongoing utilization of this protocol and establishing it as the foundation of appropriate communication culture.

### The Protocol:

An effective Communication Protocol clearly defines:

- What communication devices will be used
- What information will be communicated on each device
- The response times for each device
- The preferred communication method for specific scenarios
- Written guidelines to support the team in communicating more effectively.

While the solutions we develop are specific to each teams communication needs, they consistently address the following:

- Voice-mail
- E-mail
- Meetings (1:1 and Staff Meetings)
- Memos
- Phone calls
- Instant Messaging

### Contact Us:

To discuss how McGhee Productivity Solutions can assist in developing a Customized Communication Protocol for your organization, please contact us at [info@mcgheeproductivity.com](mailto:info@mcgheeproductivity.com).