

A “3D approach” to communicating your strategy

What’s it about?

The way strategy is put across must give people context and meaning that is relevant to what’s involved and what they need to do (differently).

A good way to design the most effective approach is to consider your situation in 3 dimensions:

Content – the information that needs to be put across

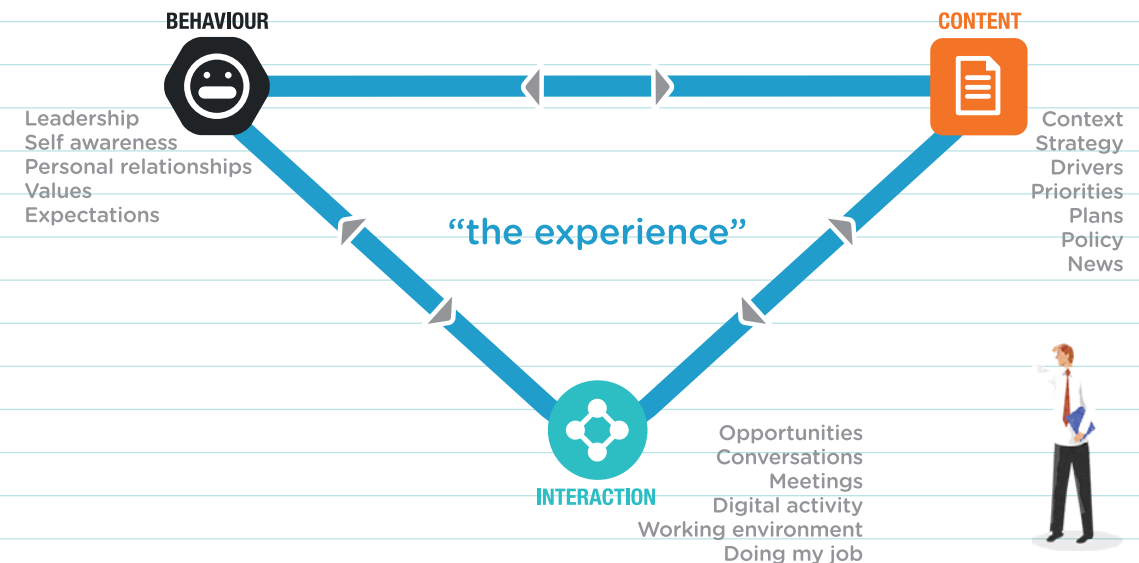
Interaction – the ways in which people can access & interact with content

Behaviour – the leadership/management behaviours to support understanding

Try this out:

You will need to sketch out your plan and approach and it must include milestones and ongoing checkpoints for evaluating progress. (This is not one for delegating, it’s central to the success of your strategy.)

Here’s a simple way of framing things and building a strategic approach to get people aligned and engaged.



Use these notes to help draw up the 3 dimensions for your situation:



Content: This is the messages, ideas and information that needs to be communicated to people.

Avoid trying to put across too much content and make sure the information is well structured, organised and consistent with other communication in the business.

In the context of communicating the strategy, it's about making time to carefully shape the message to get across the essence of what it's about, keeping it simple and short. At a local level, it's important to tie in the message with the overall context of the business, goals, objectives and messages so that it's easy for people to work out the meaning. (If things appear pointless, you can expect people to respond accordingly.)



Interaction: This is about creating the best opportunities for people to access and understand the 'content'. People learn best from interactive experiences that they connect with and understand. Think about what will

suit the audience best and how this will involve their manager. It involves choice of the format (e.g. written word, visual, audio, physical design etc.), channels (e.g. intranet, email, social media, physical environment, webcast, team meeting etc.) and opportunities to access (e.g. mobile device, desktop, printed material, conversations etc.)

People learn in different ways and they have different preferences for how they like to access content. It's important to make the best use of the media available to you and create opportunities for people to discuss the situation with each other and with their manager.



Behaviour: This is about how people behave with one another, how others observe them doing this and the experience it creates for everyone. Observed behaviour directly shapes people's decisions on what matters, what's expected, what needs to be prioritized and how they themselves need to behave in order to succeed.

It's important to describe what's expected of people and vital that the leader/manager behaves in ways that demonstrate what is required. Ultimately, the way leaders go about things has a huge effect on what gets delivered.

Now - get it in play

How could you use the 3 dimensions of Content, Interaction and Behaviour to shape a more strategic approach to aligning and engaging people to your strategy?

