



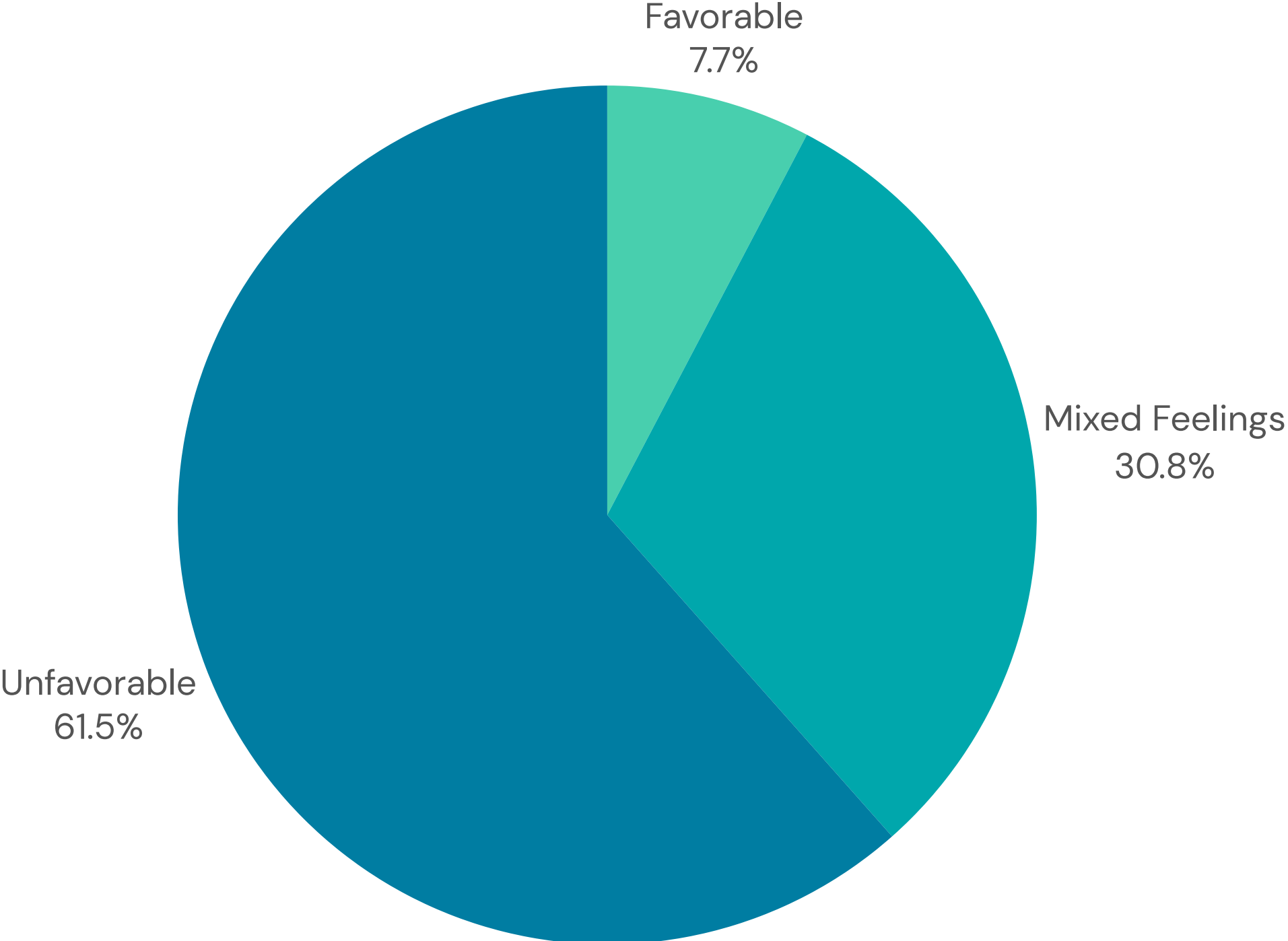
# COMMUNICATIONS FINDINGS AND PROPOSAL



# CHECK-IN PROCESS

2 months ago I conducted check-ins with each director from across So What Else to gather input on what was working well and what we needed to improve on. I asked the same 7 questions of all 12 directors to standardize feedback. While the majority of my questions were geared towards external communications, I found that the most significant feedback, based on consensus and numbers, was on our internal communications apparatus. Those results are shown on the next 3 slides.

# DIRECTOR OPINIONS ON INTERNAL COMMUNICATIONS

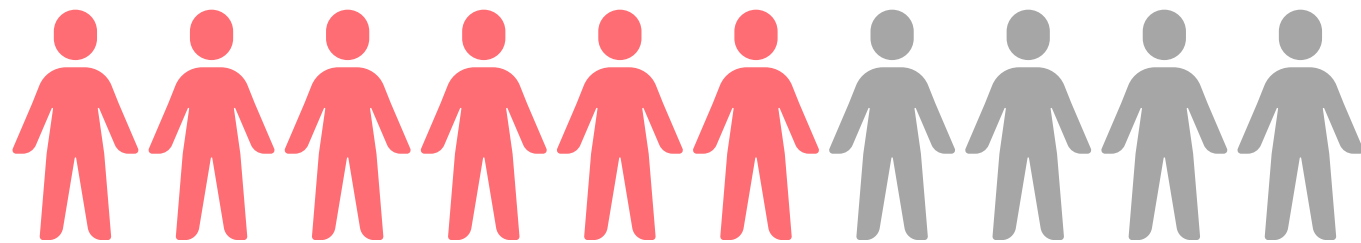


### FINDINGS:

The majority of So What Else directors think our internal communication is poor. While some had favorable or mixed opinions, every department had at least some suggestions and improvements they would like to see made, with none saying that internal communications was fine as it is.

## 6 OUT OF 10

Employees feel that poor internal communication is one of if not *the* most significant barrier they face in the work place

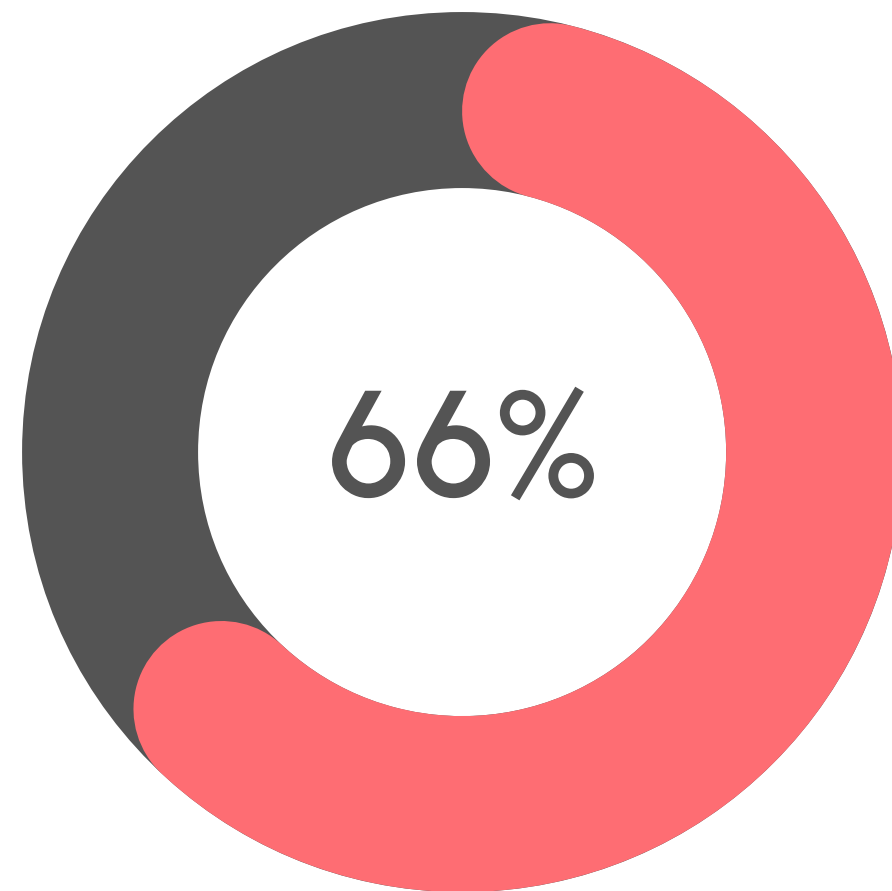


Methodology: assuming we are a 100 person nonprofit (give or take), I used the 12 directors polled as my sample size since they constitute roughly 10% of all staff

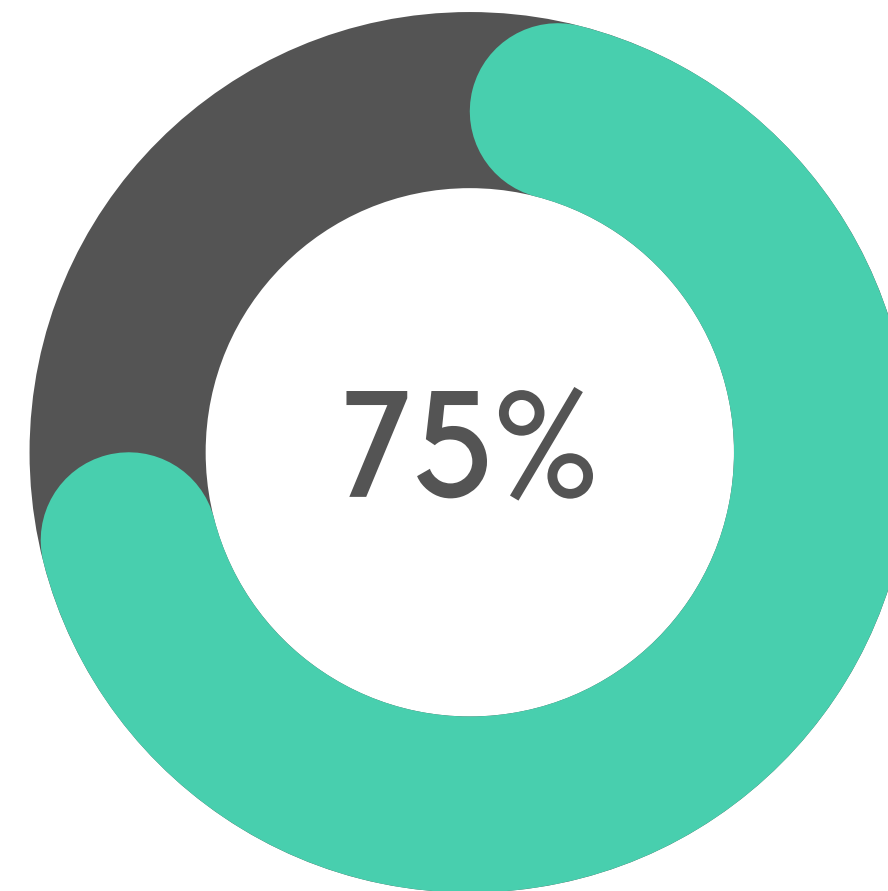


Please Note: This proportion is likely larger as it does not accurately reflect the sentiments of lower ranking staff.

# OTHER FINDINGS FROM DIRECTORS



**SAY GROUPME ISN'T  
WORKING**

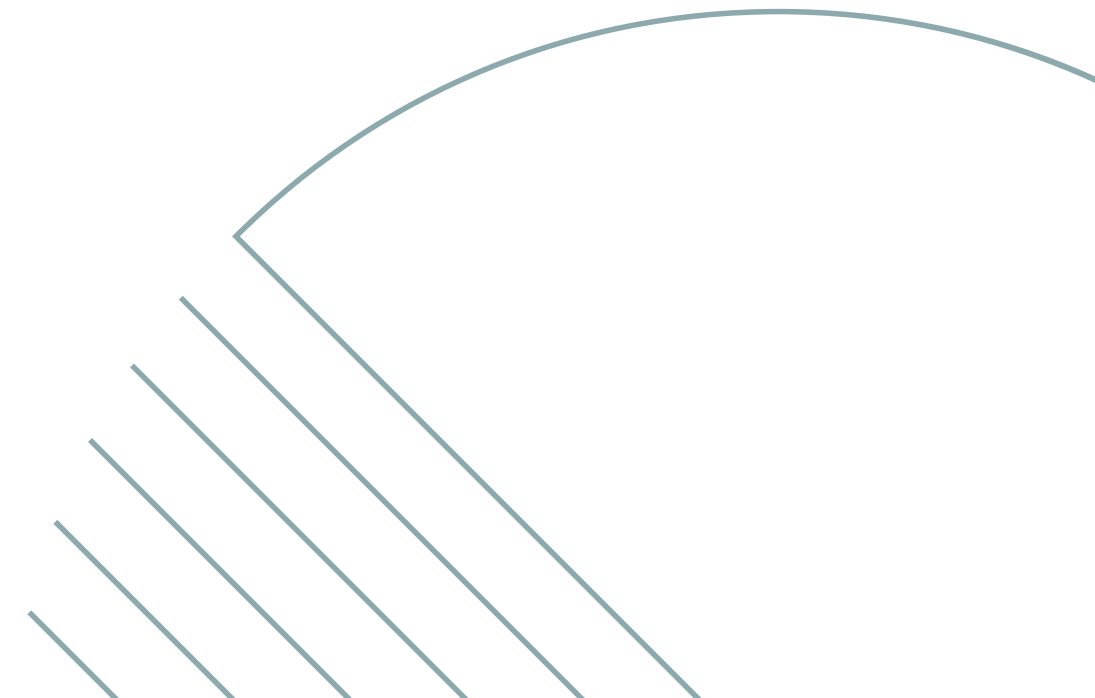


**SAY THERE'S TOO MANY  
PLATFORMS**

# NOTABLE FEEDBACK

**These are recurring comments that directors made throughout their check-ins that were significant enough to be noted**

- While communication amongst directors could be better, communication with lower ranking staff is extremely poor and often a source of contention
- Regional directors often feel left out of the loop and would like to be better included in communication and decision-making especially around events and all-staff meetings
- Meetings, text messages, and emails need to be concise and understandable. Directors feel bombarded by long, confusing messages
- Nearly everyone would like to see a reduction in the number of platforms they're being asked to communicate on





# SOLUTION: SINGULAR CHANNEL

To resolve many of the above issues I propose we eliminate Groupme, which many lower ranking staff are already not using, as well as text chats and adopt slack or google chats as a higher powered communications channel that can house all teams and departments and also plugs easily into our google workspace

# GROUPME

Groupme is a simple group messaging app. Originally intended for messages between friends and families, it has some value as a tool for small organizations but lacks the interface and capacity to keep large companies organized. With a lack of sophisticated tools, it also forces users to use secondary apps (texts, calls, etc) to complete tasks.

# PROS VS CONS

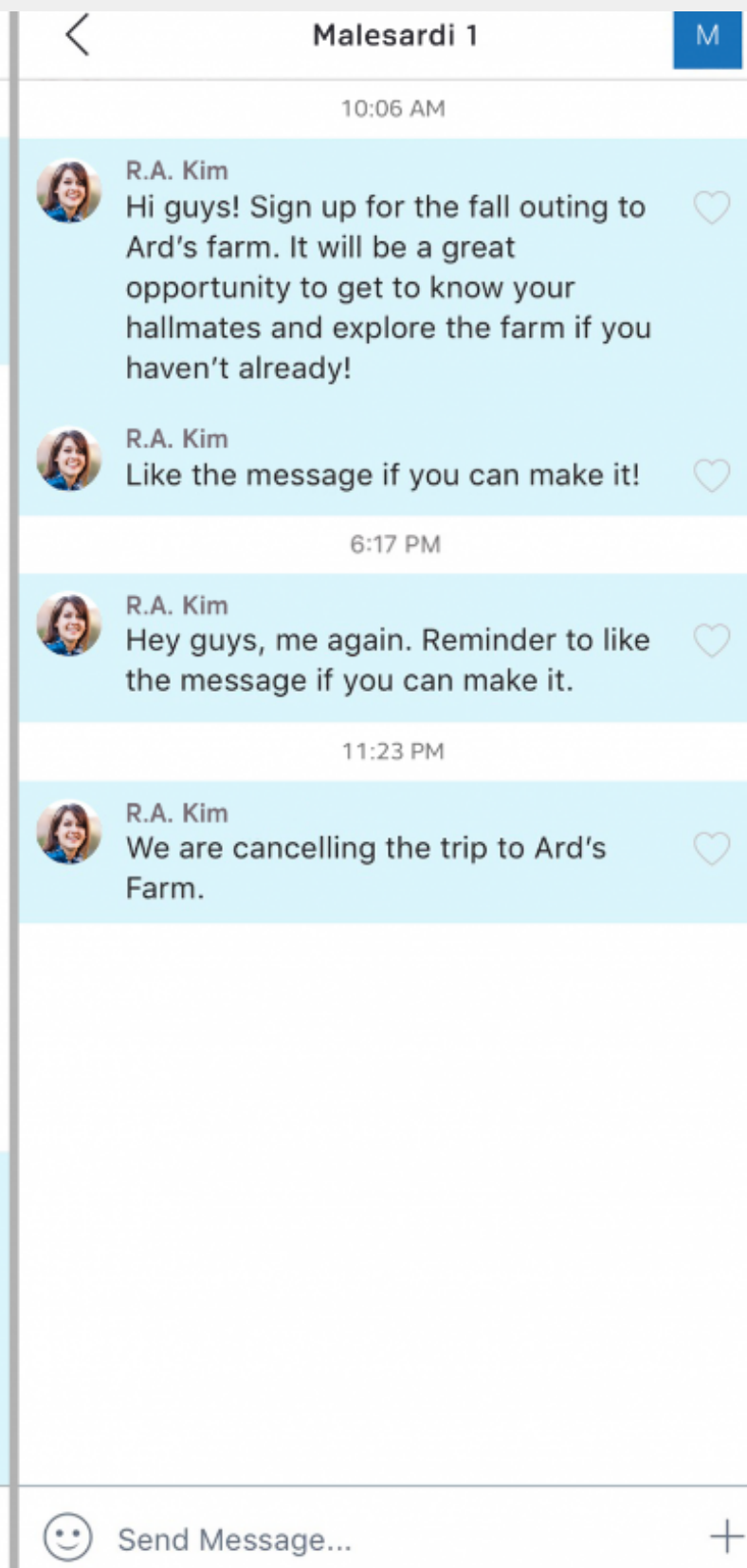
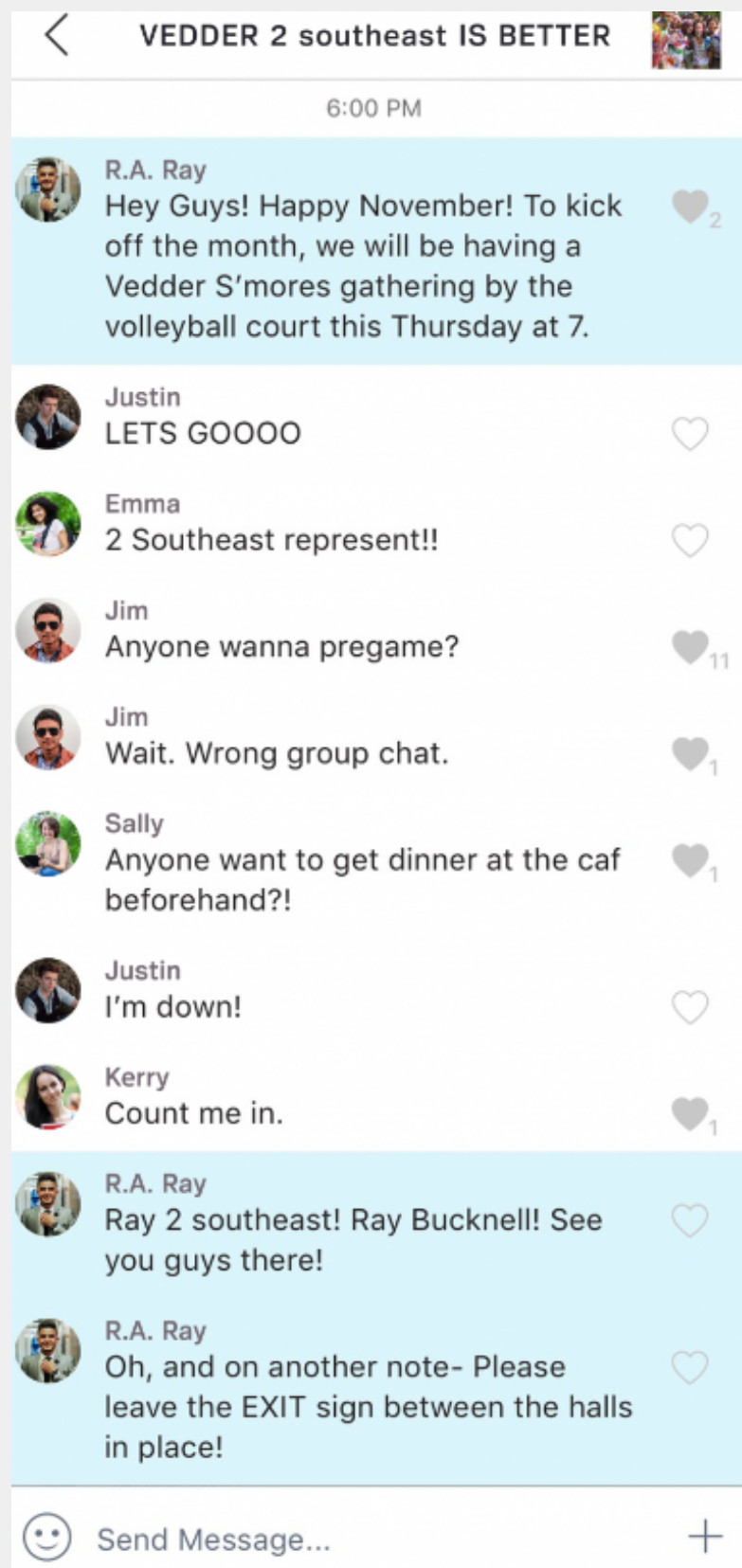
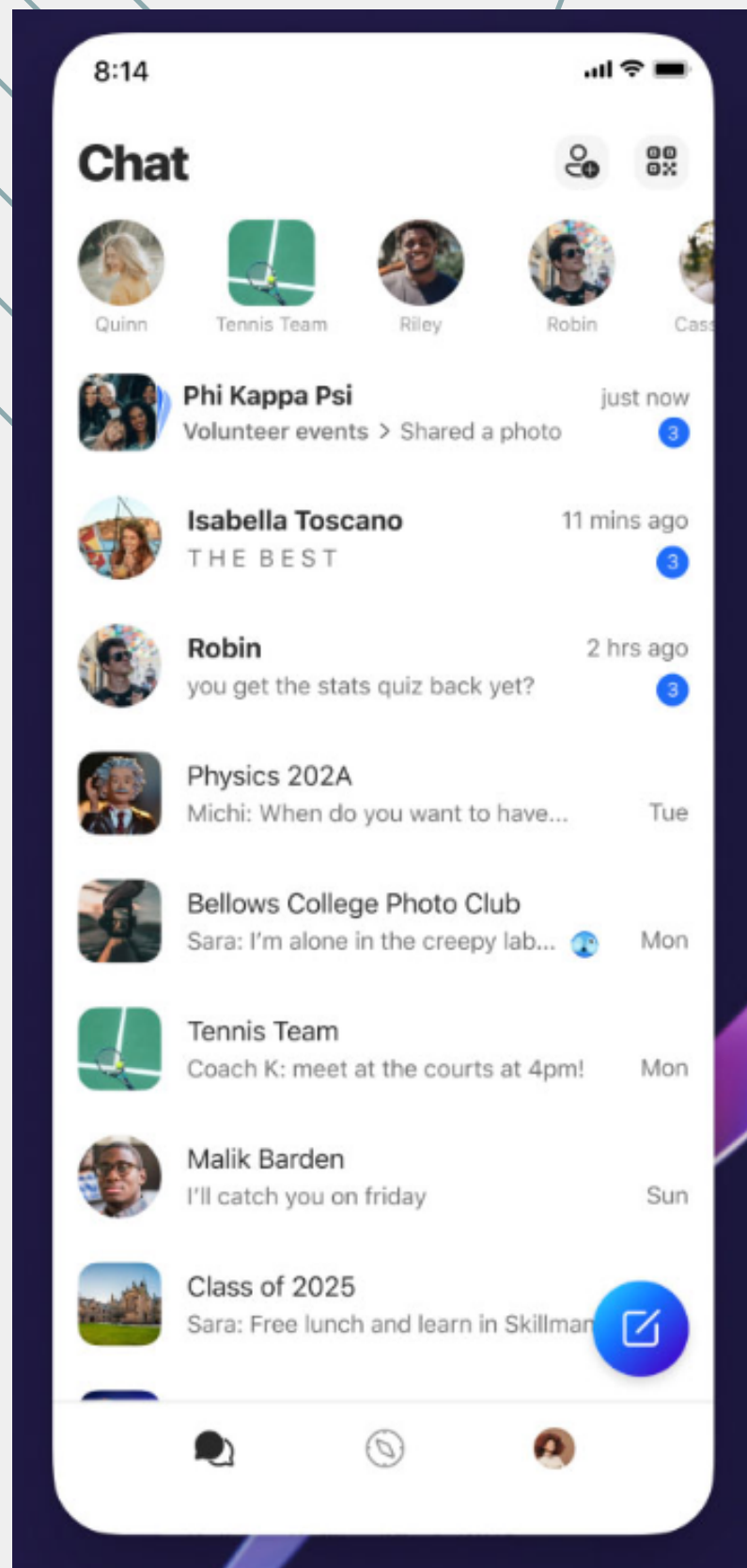
## Pros:

- Free to use
- Easy to learn
- Direct messaging

## Cons:

- No threads option
- Disorganized interface
- Unable to send files
- Unable to call or video chat
- No channels or separation from outside groupmes
- Difficult to make smaller groupchats
- Poor download quality





# SLACK

Arguably one of the most well known and frequently used apps for internal communication, slack is often prided on being any easy to navigate system that allows large companies to communicate without the need for texting.

# PROS VS CONS

## Pros:

- Organized Channels
- Direct Messaging
- Message Threads
- Automated reminders
- Can be plugged into a google workspace
- Free option with some limitations

## Cons:

- Paid version operates better
- Learning curve in the beginning
- Less file storage
- No audio or video call component



**Traffic Think Tank**

Joshua Hardwick

Jump to...

All Threads

**Channels**

- # agency
- # announcements
- # automation
- # general
- # linkbuilding**
- # qa
- # start-here
- # tools
- # ttt-irl

+ Add a channel

**Direct Messages**

- Slackbot
- Joshua Hardwick (you)
- Elliott
- Ian Hc

**#linkbuilding**

☆ | 👤 471 | 🗨️ 9 | ✎ Add a topic

Yes

**Nick Eubanks** 4:18 PM

s team doing the g

5 replies View thread

**brett** 10:18 PM

When prospecting for link oport  
blogs/ content sites vs corporate  
that have content about  
integrate/ partner with .  
with this?

**Joe** 1:02 AM

Had to do a few hot takes. "spons  
shouldn't be in the same email. ht

cl.ly

Image 2019-03-14 at 8.01.35

Sponsored Post? How an advocate can help

Pages: [View page 1](#)

**Slashfilmcast**

All Threads

- # blackmirrorspoilers
- # deals
- # general
- # movielivechat
- # movies
- # newandupcomingmov...
- # oldermovies**
- # otherpodcasts
- # selfpromotion
- # splitspoilers
- # technology
- # television
- # thepodcast
- # anime
- # books
- # random
- # slashfilmnews
- # starwars
- # superheroes
- # videogames

**DIRECT MESSAGES**

- Davidchen (you)
- alreset
- alreset

**#oldermovies**

☆ | 👤 50 | 🗨️ 0 | ✎ Add a topic

**pierre** 12:48 AM

joined #oldermovies. Also, @pauljeremiah joined, @psim joined, @kernowboy joined, @hOlym0nk joined, @dennis.bastian joined, @seth.posluns joined, @joshjones87 joined, @caffeinebonanza joined and left along with some others.

**arieldean** 9:02 AM

Here's a fun topic for older movies.

I had to recently watch The Princess Bride, The Lion King, and all 7 Harry Potter movies because my 21 yo girlfriend had never seen them

1

4 replies Last reply today at 9:18 AM

**acarter055** 9:20 AM

joined #oldermovies. Also, @red5dan joined, @nardog joined, @tylerperkins joined, @hiddenplace joined, @aarondicer joined, @owl\_waxer joined, @todd joined, @joshbrown joined.

**davidchen** 5:35 PM

Random thread: I just watched THE HURT LOCKER again, and damn does Kathryn Bigelow know how to put together a war set piece. I don't think the movie as a whole really works that well — all that political intrigue stuff and Jeremy Renner going Bourne on us really felt like it was from a different movie. But man, this movie really does a good job at capturing the paranoia one experiences in a warzone, where basically everyone around you hates you and some of them want to kill you.

2

27 replies Last reply today at 10:18 PM

**acash0902** 6:24 PM

**Thread**

dannynguyen, amine, and 4 others

**muthmedia** 4 hours ago

Thanks for pointing out Earth. I'll have to check Especially if it's "good"

**acash0902** 4 hours ago

you all have just convin rewatch this movie

1

**dannynguyen** 4 hours ago

It's "pretty good" Olive

**dannynguyen** 4 hours ago

Also, Hurt Locker in su incredible

2

**davidchen** 14 minutes ago

Question folks: I'm goi review of Slack Thread: Are people okay with n screenshot of this thre

**amine** 4 minutes ago

Fine by me 😊

**davidchen** 2 minutes ago

cool! How about: Just I you AREN'T okay with everyone doesn't have

# GOOGLE CHATS

While not as well loved or highly used as Slack, google chats are particularly effective if used within the google workspace apparatus, which we now have access to, making this another serious contender.

# PROS VS CONS

## Pros:

- Unlimited storage
- Google Spaces for projects
- Group and direct messaging
- Integration with other google apps like calendar, gmail, etc
- Audio / Video call component
- Threads

## Cons:

- All staff must have a google
- Costs money if we use in tandem with Google for Nonprofit
- Less organized chats
- Less mobile friendly



Chat 1 +

- Jeffery Clark  
Sounds great! Thank you so much Ann!
- Shirley, Jeffery  
Shirley: Awesome, thank you for the...
- Helen, Adam, Gregory  
You: Can we reschedule the meeting for...
- Helen Chang  
Do you have time to sync tomorrow mori...
- Ethan Lattimore  
Good morning Ann. May I ask a question?
- Amy Anderson  
Thank you so much. See you there.
- Alan Cook  
Good morning everybody.
- .Janice Castro

Spaces 1 +

- Project Clover**
- Team leads
- Marketing updates
- Marketing updates
- Marketing updates
- Yoga and Relaxation
- Design sprint
- UX prototype
- Sales Report

Meet

Find people, spaces, and messages

Project Clover 22 members · Restricted

Chat Files Tasks Availability

Lori Cole 12:05 PM  
Hey Ethan, great job on the presentation today. I believe the stakeholders are super excited about the project now.

Lauren Roberts 12:15 PM  
What...I totally missed that, coming.  
👍 1 🙌 1  
3 replies 4:33 PM

Alan Cook 15 min  
Hi all, let's kick off project matrix in here. @J

Jeffery Clark 7 min  
Hi Alan, yes I do.  
Here is the first draft of the newsletter.  
Newsletter-Sep

You 5 min  
Oooh this is looking really good, thanks all.

Check this out

New space

- Travelers
- Project Clover
- Team vision
- Daybreak
- Design systems
- Design leadership
- Pets
- Project Skylight
- Rippen tomatoes
- Gardening
- Productivity
- Foxy UX writing
- Farmers finds
- Ski crew
- Taco Club**

Taco Club 7511 members

Chat Files Tasks

Lauren Roberts Just now  
Good morning! Don't forget to throw in some pictures from your weekends.

Thread Follow

Lauren Roberts Just now  
Good morning! Don't forget to throw in some pictures from your weekends.  
1 Reply

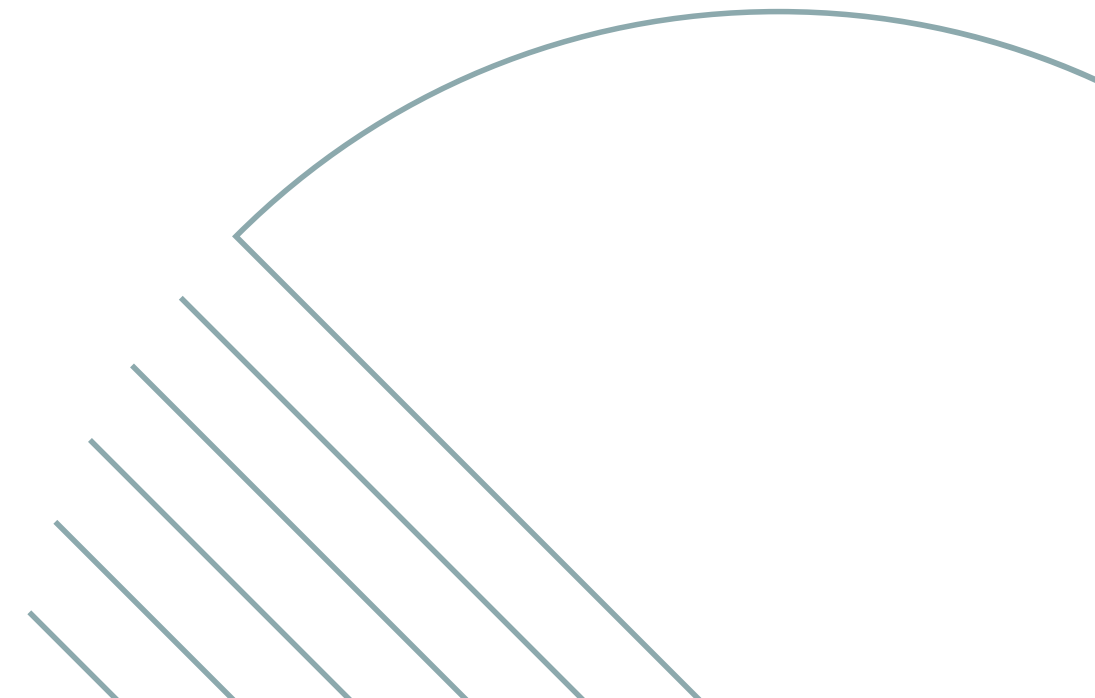
Ann Gray Just now  
Hope you had a great weekend! Alan sent me a couple of photos of him cooking and it was looking fantastic. Can't wait to see the finished product!

History is on

# WHAT STAFF WANT

These are some of the staff priorities directors said are important to them and their teams for a communication platform

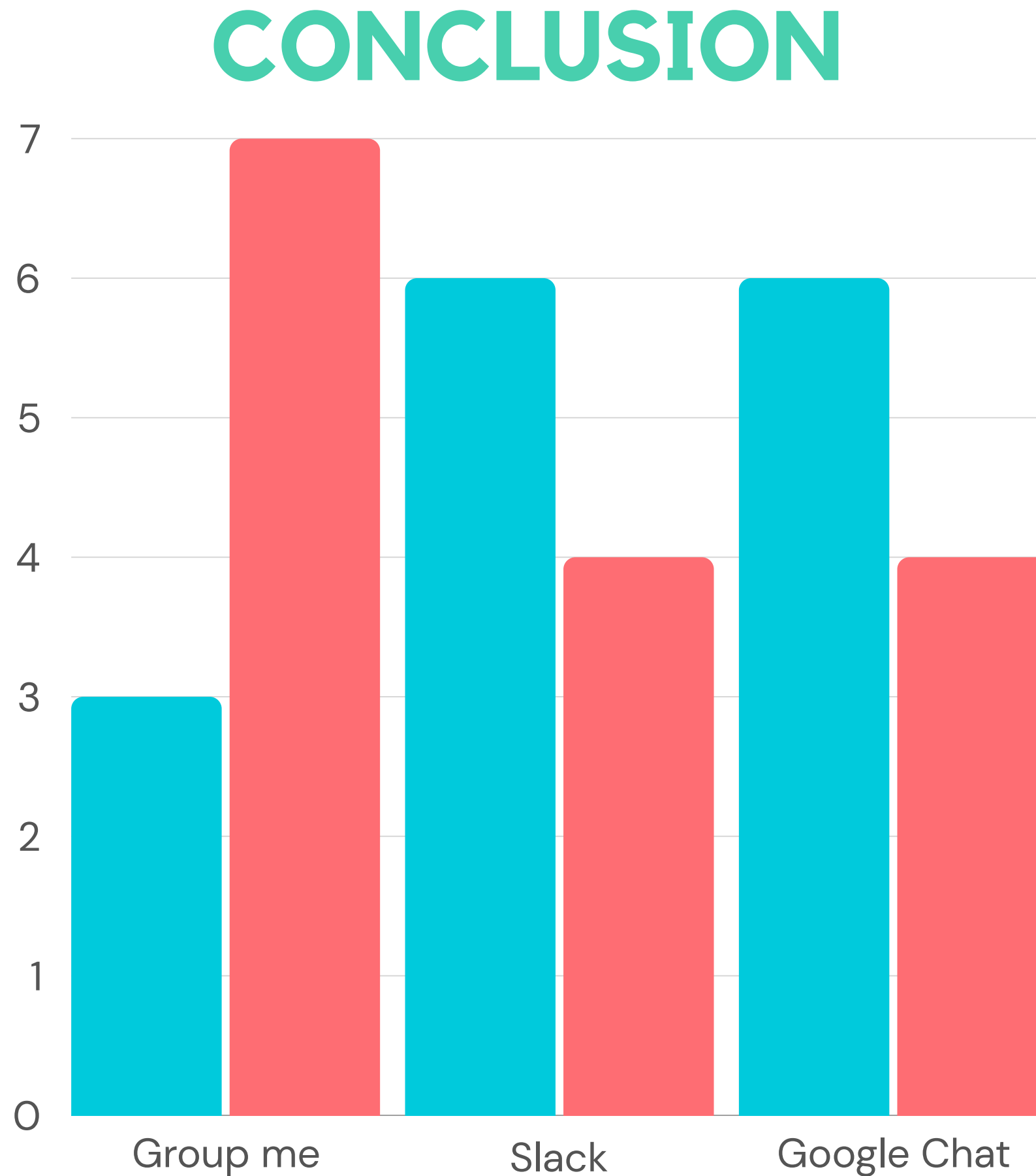
- **One platform for all communication** – staff are tired of having to use their personal texts in addition to a work messaging app; they want a messaging app where large team chats, AND small discussions and 1:1 messages can be housed
- Staff would like to have an app that makes it easier for them to set work life boundaries around messages (rampant use of texts makes it harder for them to "shut off")
- Staff want an app where **different teams can easily be organized** and where they can collaborate privately (meaning messaging spaces free of the entire executive team) in addition to spaces where they can collaborate with the entire executive team



## BEST OPTION: EITHER!

Based on staff criteria, the pros and cons of each platform, and overall needs of the organization, either platform works, it all comes down to preference.

### PROS VS CONS



## MY OPINION

I have used slack in other, large organization settings and find it 's an incredible tool so based on personal experience and preference, I would go with slack.



# OTHER NOTABLE SOLUTIONS:

- Create better structured meetings
  - Set an agenda ahead of time
  - Set hard time limits for speaking
  - Try not to change meeting details more than 1 work day before
- Foster connection with regional and lower ranking staff
  - Create an internal staff newsletter
  - Administer staff surveys
  - Make an effort to include more staff in opportunities and discussions
- Cultural shift in communication
  - "If it ain't broke don't fix it" mentality isn't working and doesn't reflect staff feedback and needs
  - Emphasis on being more clear and concise in messaging
  - Make internal communications a priority!





# SOURCES

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<https://dispatch.m.io/slack-vs-google-chat/>

<https://www.forbes.com/sites/forbescommunicationscouncil/2023/01/06/15-expert-recommended-tips-for-crystal-clear-internal-communications/>

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