Microsoft

IHiS
Because IT's in Healthcare

Microsoft 365 Adoption

Effective Communication

July 2023

Agenda

- List of Scenarios

- Scenario Details, Description and Demo

- Resources

- Next Steps

Scenarios

1 — Team Collaboration

- Better Meetings
- Document Collaboration
- Managing Team Tasks
- Project Teams
- Effective Committees

Frequency: High

Scale: High

Complexity: Medium

Innovative: High

Benefit: High

2 — Managing Work

- My Tasks
- Managing Team Tasks
- Project Tasks
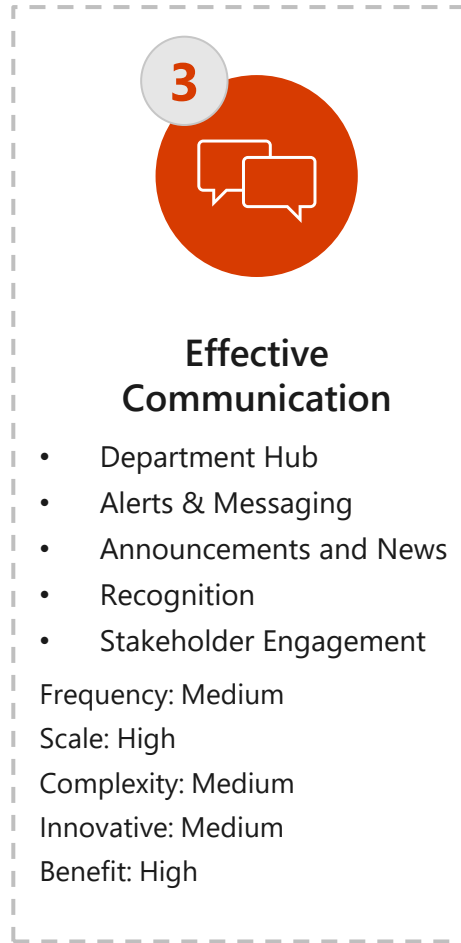- Meeting Actions
- Flagged Emails

Frequency: Medium

Scale: High

Complexity: Medium

Innovative: High

Benefit: High

3 — Effective Communication

- Department Hub
- Alerts & Messaging
- Announcements and News
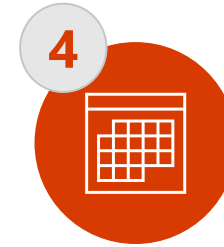- Recognition
- Stakeholder Engagement

Frequency: Medium

Scale: High

Complexity: Medium

Innovative: Medium

Benefit: High

4 — Roster Management

- Document Collaboration
- Managing Team Tasks
- Approvals
- Effective Communication

Frequency: Low

Scale: Medium

Complexity: Medium

Innovative: High

Benefit: High

5 — Workshops and Webinars

- Better Meetings
- Webinars
- Managing Team Tasks
- Registrations and Logistics
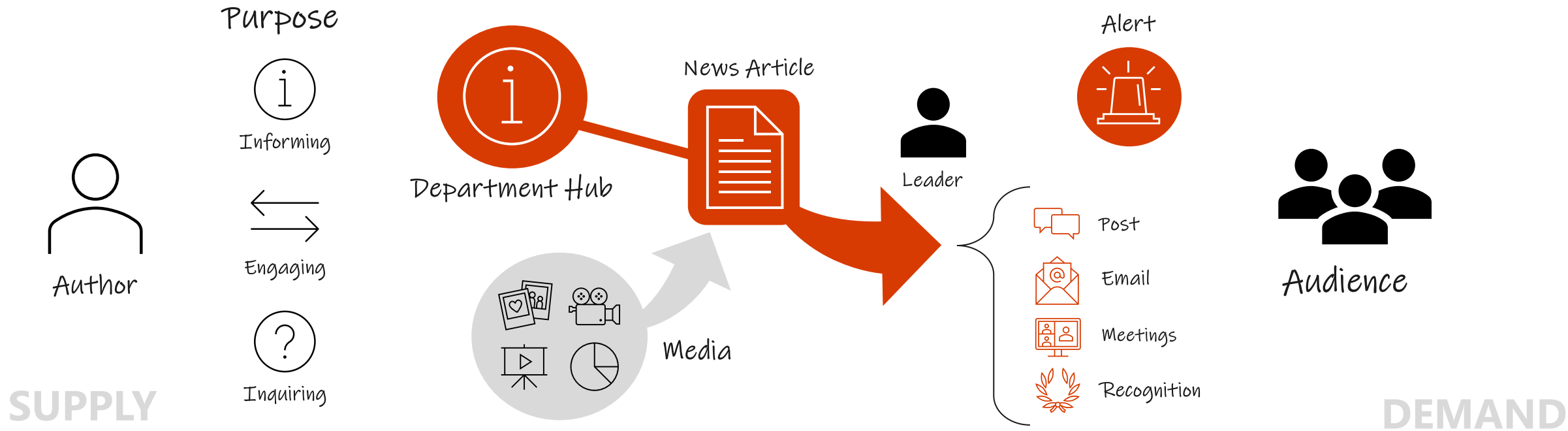- Canvas (Whiteboard)

Frequency: Low

Scale: High

Complexity: Medium

Innovative: Medium

Benefit: Medium

Next Phase Scenarios: Forms & Workflow (PowerAutomate, Forms, Approvals); Roster Mgt 2.0 (Shifts); Communications 2.0 (Viva Engage); External Collaboration

Effective Communication

Purpose

Informing

Engaging

Inquiring

Author

SUPPLY

Department Hub

News Article

Media

Leader

Alert

Post

Email

Meetings

Recognition

Audience

DEMAND

■ Stop

- Stop relying on email for communication.
- Stop sending attachments.
- Stop using a number of different locations to store information.
- Stop putting access restrictions and request processes on information that people need to access and use.
- Stop using Tiger connect.

▶ Start

- Start streamlining communications and use consistent practices and central locations for information.
- Start reducing the volume of email. Use it wisely and sparingly.
- Start using a blend of communication channels to engage the audience (Teams chat).
- Start being responsive when people ask questions about your communication.
- Start using video as a communication medium.
- Start leveraging accessibility features (e.g. closed captions) and translation capabilities.
- Start capturing feedback on communication

▶▶ Continue

- Continue the flow of information to the right people, through the right channels.

Effective Communication

Business Benefit

- Increase the velocity of communication of key information to staff.
- Improve the chances of reaching people through a blended use of channels,
- Improved staff engagement by responding to their questions.
- Reduce the risk of misunderstanding.

Enablers

Primary (MVP)

- Outlook
- Teams
- Stream/SharePoint

Roles

- Author – Person who drafts/records the communication
- Reviewer/Approver – Person who may need to review and approve communication
- Sender – Person who will send the message.
- Receiver – Person who is the intended audience for the communication.

Skills

- Communication writing
- Video delivery and presentation skills
- Videography and digital media production

Knowledge

- Organisation communication framework
- Communication channels
- Communication Policy
- Content management / publishing practices and processes

8 Effective Communication Principles

1. Start with the Audience.

2. Balance what you want to tell them, with what they will want to know.

3. Find the right Senders who have influence over your audience(s).

4. Seek to engage with your audience, not just communicate at them.

5. Engage with your Audiences Leaders beforehand, giving them a 'heads up' and helping them prepare to support the Audience.

6. Find different ways to reinforce the key messages 5-7 times.

7. Leverage exiting, trusted communication channels.

8. Seek feedback, measuring success and identify opportunities to improve.

Effective Communication

Target Audiences

- Write with your audience in mind. Ensure the language is easily understood.
- Identify the existing trusted channels for you audience (e.g, newsletter, noticeboard)
- Get feedback from leaders in your target audience about the best way to engage them. This also raises awareness with the Leaders and prepares them.
- Leaders of your audience are also a target and should receive their own message in advance of their staff.

Content Creation

- Leverage different media and channels to reinforce key messages.
- Authentic messages from Leaders and peers have more influence over people.
- Source content from staff supporting your key messages (e.g., photos, short videos, text).
- Store the content in a place where people will have access to it and be able to find it later if needed.
- Create a long form article or site including different media and then post summary messages that point back to the source.
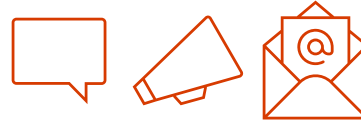
Sending Communication

- Senior leaders are the preferred senders of strategic messages explaining why we are doing things.
- Local leaders are the preferred sender of messages about the personal impact of changes.
- People need to hear things 5-7 times before they pay attention or understand the message.
- Leverage multiple channels including SharePoint New Articles, Teams Posts and Videos in Stream. Do not rely on email and Tiger Connect.

Engage your Audience

- Ensure you have an open channel for people to ask questions and respond to your communication.
- Be responsive to any responses you receive. If you leave a question unanswered then people will make assumptions.

Measure Success

- Gather feedback on specific campaigns and messaging.
- Regularly poll your audiences, measuring their expectations and identifying opportunities to improve.
- Build the Communication Literacy of people in the organisation to improve communication and engagement practices and share the load.
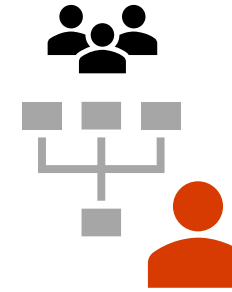
Effective Communication

Target Audiences

❶ Assess your audience

Communication can only be effective if it is created and shared keeping the target audience in your mind.

The key is to **assess and understand your audience** before you start; ensuring that **the right messaging is sent across to the right people through the right channels/platform**.
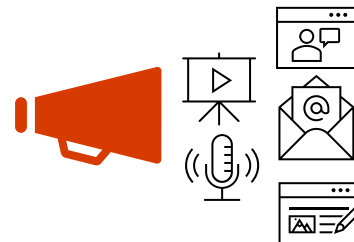
❸ Leaders first

Engage with the leaders of your target audience beforehand.

Give them a heads up on what is coming and provide them with the opportunity to reinforce your message and even answer questions that their people may have.
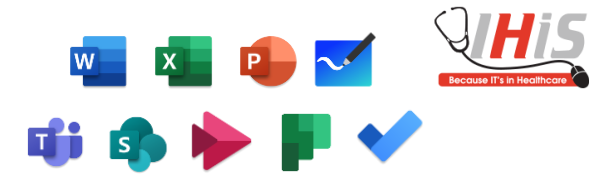
❷ Identify right channels

Identify the existing channels of communication which would be best as per the targeted audience.

There are various channels that you can choose to communicate your message, such as, **newsletter, noticeboard, Teams channel posts, meetings, townhalls,** etc.

Effective Communication

Content Creation

❶ Leverage different media

Leverage different media formats to improve the chance of communicating your message and engaging with your audience.

Take your own pictures, screen captures, record videos and embed dashboards.

❷ Source content

Content created by staff can have a greater impact on some audiences.

Work with early adopters. Leaders and people with influence to generate authentic content through taking photos and recording video messages.
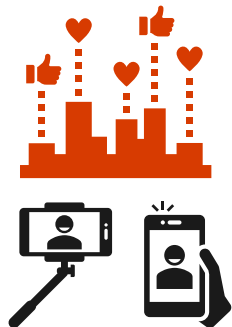
❸ Curate content

Store your content in centrally available locations where your audience has access (Teams files).

You can then embed this content into news articles, posts and messages.

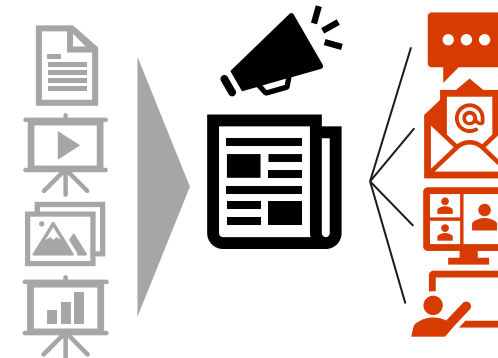Use mentions (@) and topics to bring people in and curate your content.

❹ Pointers to the source

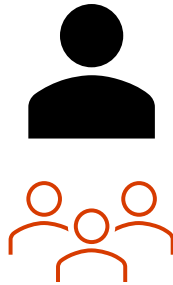Provide pathways to your content through any number of channels.

Effective Communication

Sending Communication
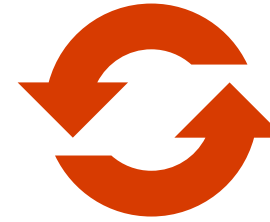
❶ Choose preferred senders

Your audience will pay more attention to messages sent from people of influence.

Identify the right senders and support them to post in Teams and send email to the audience.

Also prepare them to answer any questions that people may ask.

❸ Reinforce communication

Repeat messages 5-7 times through different channels to improve the chances of successfully communication a key message.

Once is never enough.

❷ Leverage multiple channels

New Articles, Teams posts, videos and presentations in team meetings should all be used to help communicate with your audience.

Use email sparingly only for strategic or business messages from the leaders.

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Effective Communication

Engage your Audience

❶ Confirming your message

It is important to ensure your audience has clearly understood the communication. Encourage questions to help clarify and mitigate any misunderstandings or assumptions. Ask questions and provide answers in open communication (Teams Chat, not email) so others can also benefit from the answer.

Ensure you answer questions promptly and ask for confirmation that you answered their question. If you need to find an answer, let people know you have seen their question and are seeking an answer.

### ❸ Frequently asked questions

FAQ

If a specific question is being asked multiple times, this can show a gap in your communication.

Publish and regularly update a list of frequently asked questions.

Take action to proactively communicate answers in further communication.

Mention the availability of the FAQ in messaging to promote self service.

❷ Open space for questions

?
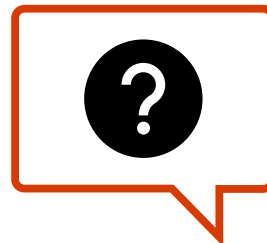
In some cases, the engagement with your audience may be initiated by them.

Have a dedicated space where people can ask questions.

This may be the trigger to send broader communication to an audience as others may also benefit from the answers.

Microsoft

Effective Communication

Measure Success

❶ Gather feedback

Gain feedback on specific campaigns by surveying a sample group of your audience.

Also ask for feedback and advice from Leaders

❸ Identify improvement opportunities

Based on the feedback you receive, make improvements to how you communicate and engage with your audience.

Where possible, thanks those people who have made suggestions to encourage others.

❷ Measure expectations
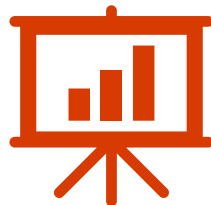
Set targets and measure progress against those targets.

Self-help & Learning Resources for Champions

Microsoft (Generic)

- [Microsoft 365 Quick Starts - Microsoft Support](#)
- [Microsoft 365 Training](#)
- [Microsoft 365 – YouTube](#)
- [Microsoft Teams Blog - Microsoft Community Hub](#)
- [FastTrack Resources (microsoft.com)](#)
- [Microsoft Teams – Microsoft Adoption](#)
- [Download Office Training Center Bill of Materials from Official Microsoft Download Center](#)
- [Microsoft Teams – Microsoft Adoption](#)
- [Microsoft Teams Adoption Guide](#)
- [Try it with templates - Microsoft Support](#)

IHiS (Internal)

- [Tutorials On Using Microsoft 365 Products](#)
  (Available on HealthSG Tenant)
  Please reach out to internal Transformation Office/Change Team if you cannot access or further learning resources' links.

Microsoft

Future Capabilities

The following capabilities may become available in Microsoft 365 at some point in the future.

Praise

The ability to easily recognise someone for their support.

These capabilities will be available through Teams and Viva Engage.

Polls

The ability to quickly poll people in chat and in meetings.

These capabilities will be available through Teams.

Communities

The ability to connect and collaborate with a broad group of people across traditional organisational boundaries.

These capabilities will be available through Viva Engage.

Storylines

The ability to share your own stories with colleagues. People can follow you and you can follow them.

This capability will be available through Viva Engage.