

Tool: CCom3.02

TEMPERATURE CHECK EVERYONE'S UNDERSTANDING - JUST IN CASE...



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CCom3.02 is a versatile tool that can be used at different stages of the comms journey to check how comms messages have been received and how well they have supported understanding of your transformation.

Here you can use it as the final step in building the business case for getting the resource and funding for your communications strategy.

If you have worked through the toolkit so far, you will have:

- built an understanding across the leadership of their role in the communications activity
- drafted an outline strategy of what communications needs to be delivered
- fostered a collaborative relationship with the communications teams in the partners
- gained an understanding of the internal communications within each partner's service and organisation
- developed a shared vision of what the outcome of a successful communications strategy will look and feel like to those who receive it, or deliver it

Now there is a final piece of work - and it is probably the most important.

You must engage with the staff and key stakeholders who will be effected by the change. You need to understand where the existing formal and, more importantly, informal communications have left their thinking. That will determine the size of resource and funding that the leadership will need to provide you with.

Have the communications' messages even reached them yet?

Putting information on the intranet, holding staff meetings and sending regular emails, does not mean that the messages have been internalised and understood.

So it's time to take the temperature of the staff within the partnering organisations and any directly effected stakeholders.

An example introductory wording for a communications "temperature check".

Dear colleague

As part of our plans for *(name of the new service)*, the new shared back office support service for *(names of partners)*, we would like to find out:

- How aware you are of the plans for the new shared service?
- How you are feeling about joining it?
- How effective communications about the shared service have been?

Please take a few minutes to complete this short survey by *(day, month, year)*.

The survey is anonymous but it would be very helpful if you could indicate which organisation and service you work for.

We will use your answers to help us make the transition to the new service as smooth as possible and ensure that you have the information that you need.

We'll repeat this short survey again before *(name of new service)* goes live operationally on *(date)*.

Thank you for your help

(Signed by the most senior leadership from all partners)

This tool is taken from the SSA Collaborative Communication Toolkit & Seminar, a pathway session on the Postgraduate Certificate in Collaborative Transformation

The more professional and inviting to answer you make your survey, there is more likely to be a higher number of responses.

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How to use this tool

CCom3.02 is the final step in building the business case for getting the resource and funding for your communications strategy.

It will help you engage with the staff and key stakeholder who will be effected by the change. You need to understand where the formal and, more importantly, informal communications have left their thinking. That will determine the size of resource and funding that the leadership will need to provide you with.

Please don't set your survey out like this! We just needed to provide you with examples of what to ask - we are not suggesting you ask them in this format.

Please remember that these toolkits are to inspire you to do better. Therefore do not just accept the questions we have provided. Step back and think of the most appropriate ones for your circumstances.

Step 1: Working with your comms colleagues and project managers, decide how you will conduct the survey of the staff and directly effected stakeholders - who could for example be recipients of the service such as patients, residents or businesses.

Step 2: Test your chosen system and questions on a sample of each group to ensure that the system works and the questions are clear.

Step 3: To increase the likely hood of a response, you may like to forewarn the staff and stakeholders that they will have the opportunity to comment through the survey.

Step 4: Declare if you are going to openly publish the results of the survey, or just use the results for your business case.

Step 5: Set a deadline for return and remember to thank all those who contributed.

Tool: CCom (3.02)

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	Example Questions	Example Option Answers
1	How aware are you of the plans for (new service name), the shared back office support service for (partner's names)?	Very aware/slightly aware/not very aware /not at all aware
2	How well do you understand why the shared service is being created?	Very well/well/not very well/not at all
3	How positive do you feel about joining (new organisation name)	Very positive/positive/not very positive/not at all positive
4	Do you feel that you have the information you need at this stage about joining (new organisation name)?	Yes, I have all I need/I've got enough but would like more/ Not really/Not at all
5	How effective are each of the following in giving you information about joining the new shared service? a) emails from (names of leaders from each organisation who have already communicated the change) b) Face- to-face staff briefings c) intranet d) Frequently Asked Questions e)What could we do better/more of? f)What other information would you find useful?	Very effective/effective/not very effective/not at all effective Very effective/effective/not very effective/not at all effective Very effective/effective/not very effective/not at all effective Very effective/effective/not very effective/not at all effective Free text answer Free text answer
6	How well overall do you feel the change is being managed?	Very well/well /not very well/not at all well
7	Are there any other points you would like to make?	Free text answer
8	Are there any questions you would like to ask?	Free text answer

9. Which partner and service do you work for?

(Partner name)	()	(Partner name)	()
Asset Management	()	Business Systems	()
Business Systems	()	Finance	()
Exchequer Services	()	Human Resources	()
Finance and Procurement	()	Legal	()
Internal Shared Services	()	Property and Commercial Development	()
Legal and Democratic Services	()		
Strategic HR & OD	()		

If you would like a reply to any of the questions above, please provide:

Your name:

Telephone number:

Email address: