IT Strategy Management

When to Communicate Guide

Overview

This page serves to provide guidance to product leaders and teams about when they should communicate. This guide is relevant for communicating both to OHIO IT and to end users.

Note: This is meant as guidance to help remember when to communicate, not as a comprehensive guide to product communication.

What Do You Want to Accomplish?

What?	Why?	Examples
Build relationships	- Create networks of advocates - Cultivate mentorships - Enhance collaboration - Gain responsiveness from peers and colleagues - Improve conflict resolution	- Attending OHIO IT social events and networking with various colleagues - Having weekly "coffee sessions" with a colleague from an external department - Making friends with the news editor of OHIO News to influence article ranking/visibility
Gain buy-in	- Find allies and advocates - Find stakeholders to help mitigate risk - Ensure alignment with other priorities - Improve implementation success - Influence organizations through individuals	- Identifying individuals who possess perspectives that compliment a project's goals - Meeting with members of HR and the employees they serve to gain their trust, feedback, and collaboration on a potential new product - Producing surveys about recent products then reporting and

What?	Why?	Examples
		acting on the results to foster trust
Highlight success	- Boost morale - Build credibility - Drive continuous improvement - Inspire innovation - Support employee development	- Celebrating a new initiative by publishing metrics that indicate overall success - Demonstrating a product's capabilities either through a written workflow or presentation - Providing testimonials from individuals whom the work has directly impacted
Highlight OHIO IT's value	- Show we are worth investing in - Recruit staff - Demonstrate strategic alignment and impact - Give recognition and support internally - Promote confidence	- Presenting to university groups, units, and departments - Establishing mentorship programs for students and then reporting out on impact and success - Showcasing our accomplishments on the web, in newsletters, and on social media - Tracking and sharing metrics about how resources are being allocated and utilized
Inform about incidents	- Initiate damage control - Prevent future incidents - Promote awareness - Prompt immediate responses - Restore confidence	- Communicating an emergent security breach - Following-up by publishing an incident's resolution (i.e., how the organization dealt with an incident and plans to move forward) - Providing a website that lists out the details of recent security incidents
Prompt actions/behaviors	- Build a proactive culture - Create focus and prioritization - Encourage behavioral changes - Motivate engagement - Set expectations	- Asking participants to complete a survey during a meeting - Creating an OKR to organize clear, measurable goals - Organizing regular team-building activities and social events to strengthen team bonds and create a sense of community

What?	Why?	Examples
Provide engagement opportunities	- Boost morale - Build relationships - Enhance innovation via informal interactions - Promote a positive culture - Improve communication - Influence retention/participation	- Announcing social events and encouraging professional development opportunities such as attending the OHECC conference - Hosting regular appreciation events such as celebrations, team lunches, or surprise treats - Promoting volunteer opportunities or community service days where employees can work together for a good cause
Report changes to an established practice or product*	- Allow affected parties to prepare and transition smoothly - Encourage affected groups to develop training plans - Include stakeholders in the change process by keeping them informed - Minimize resistance and encourage cooperation - Provide clarity and understanding	- Demoing the new Business Service Center TDX app - Providing a training toolkit that includes guides, templates, and best practices for developing training plans - Sending out a detailed announcement well in advance of the change, outlining the timeline and key milestones
Report updates to a new product or project in development*	- Keep the audience aligned with organization goals - Provide opportunities for collaboration - Promote transparency and trust - Solicit ideas for problem-solving - Solicit for additional outside resources	- Conducting regular Q&A sessions and focus groups to address any concerns and gather input, highlighting collaborative achievements and how stakeholder feedback has been incorporated into the development process. - Organizing workshops or webinars that introduce new features or project phases as they are developed. - Sharing milestones/accomplishments about an initiative

*Reporting changes and reporting updates are similar and may have significant crossover of goals and behaviors depending on the project and its impact on stakeholders. Many of the goals and examples are interchangeable between these two categories.

Keep Your Audience in Mind!

Certain communication channels may be more appropriate for your audience than others. Does your communication impact all students? All faculty/staff? OHIO IT? A smaller group of students or faculty/staff? View the [Article and Communication Deadlines page](#) to see the communication channels at your disposal.