THE INS GROUP PLAYBOOK



GOAL: Focus on communication for the win.

A Message from Our Head Coach

Any coach will agree that communication is essential to the success of his or her team. In a work environment, communication is also highly valued and important. It is so important that 97% of employees believe that communication impacts tasks every day. These tasks have been facilitated by technology tools that allow us to be more connected than ever, but we still need to focus on being effective communicators.

"Communication – the human connection – is the key to personal and career success." -Paul J. Meyer

While communication is critical to goal achievement and success, it is often an organization's biggest challenge to establish communication practices that decrease miscommunication. We are excited to share ideas, research, and an activity to improve your organization's communication in our latest Playbook issue.

We highlight the necessity of devoting time, intention, and care to communication activities. We share research that supports our belief that organizations must prioritize communication to thrive. Not sure where to start? The ten ideas to improve your organization's communication strategy will help you get started.

When it is time for a break, the Take Five activity will give your team a chance to learn about communication types and discover their type. Acknowledging and discussing the differences in communication styles will benefit your team's collaboration and productivity.

Our client feature on Stiletto Boss University provides insight into how powerful an intentional approach to communication strategy is for organizational growth. I hope you are inspired to communicate with authenticity and transparency to build meaningful relationships with stakeholders.

I encourage you to use the Playbook to win with effective communication. Please contact our team for a complimentary consultation to learn how we can help your organization focus on communication to achieve your goals.

Ruth Peebles, MPA

President & Founder



10 Strategies for Effective Communication

Organizations consider communication a key skill for team members because it is essential to goal achievement. Yet data consistently shows that communication is an area of improvement for many organizations. Communication is a core component of daily operations consisting of interactions between your organization and its stakeholders – both internal and external. Well-executed communication activities have a positive impact on your organization and facilitate collaboration, productivity, and growth. We have all experienced the negative impacts of communication problems and how detrimental continued communication issues can be. Use our 10 tips for effective communication that resonates with recipients, prevents miscommunications, and represents your organization well.

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The Stats Are In...

96% of people think the businesses they deal with could improve when it comes to communication and project management.

Even though <u>89% of people</u> believe that effective communication is extremely important, **8 out of 10 people** rate their own business' communication as either average or poor.

<u>74% of employees</u> feel they are missing out on company information and news.

86% of employees and executives cite lack of collaboration or ineffective communication for workplace failures.



Take a timeout at your next staff and board meeting to review **this article** and learn about different communication styles in the workplace.

Which style do you think you are? What about your colleagues? Take the free quiz in the article to find out and discuss how the results can help your team communicate more effectively.



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Building Strong Connections with Intentional and Authentic Communication

Stiletto Boss University (SBU) is a youth training program for middle and high-school girls that uses entrepreneurship as the foundation for teaching the power of collaboration, sisterhood, and community impact. Jania Massey, social entrepreneur, founded the organization in 2015 to connect young women to opportunities, build up their social capital, and create the next generation of community leaders. Communication is a key skill for leadership success. The program activities support the development of strong communication abilities for participants while modeling effective communication practices. For example, SBU has utilized technology solutions to provide participants with virtual connection opportunities outside of its in-person offerings.

The organization uses its online Members Area to connect program participants, to communicate with program participants, and to prepare participants for interacting professionally in virtual platforms like LinkedIn. "Having our own virtual members space was integral for our organization to stay connected with participants during the pandemic. Incorporating regular practices at virtual sessions such as mental health check-ins created an environment of open and compassionate communication that supports collaboration and strong relationships," shared SBU Founder and Executive Director Massey. "We have an opportunity to use technology to expand our network and engage more people with our mission. Our newest program, SBU Premium, provides participants with a self-paced online option to learn about entrepreneurial topics."

Massey makes it a priority to stay connected with the SBU team during this time of growth while also making time to reevaluate processes to identify areas of improvement. Through executive coaching sessions with Ruth Peebles, The INS Group President, she was able to finesse key communication processes in her organization to make them more effective. Massey recalls that the challenges of keeping board members and staff updated led her to recalibrate her approach to internal meetings and communication. The organization moved from monthly meetings to bimonthly full board and staff meetings with one-on-one meetings in between. This schedule allows Massey to develop relationships with individual team members while maximizing the productivity of the full board and staff meetings. "Having one-on-one time with team members supports successful onboarding, provides time to focus on specific team member work, and facilitates relationship building," said Massey. These changes have streamlined internal communication activities making them more focused and effective.

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