



COMMUNICATION WORKSHOP



THE KINETIX GROUP

Communication Excellence

Goal: Learn from each other and work together to explore solutions for common, challenging situations

Scenario 1

Challenging Work Style

- How do you effectively communicate with colleagues or clients with whom you have a work style conflict? How do you handle these differently?

Scenario 2

Indecisive Client

- How do you effectively communicate with a client who can't make a decision and keeps changing direction?

Scenario 3

Working with Creative Minds

- How do you effectively communicate with writers, designers and editorial types to ensure the project objective, budget and timeline is met?



Workshop: Striving for Excellence in Communication

DIRECTIONS: Discuss each scenario for 10 minutes with your assigned group. Each group will be reporting out on *one scenario as assigned*. Be prepared to share (1) what best practices might address the situation, (2) what to avoid and (3) any other tips to share with the larger team.

Team A (Rachna)

Harshini
Allison
Meg
Juliette
Kristen

Team C (Liz)

Saloni
Tess
Emily
Leila
Andrea
Roxanna

Team (Sarah M)

Lauren
Ashley
Sarah K
Kerri
Lindsay

Team B (Anna T)

Angie J
Amanda
Hillary
Mara
Debra

Team D (Merissa)

Connor
Angie B
Rachel
Constanza
Anna S
Will

SCENARIO #1

Report out by Team A

SCENARIO 1

CHALLENGING WORKSTYLE

How do you effectively communicate with colleagues or clients with whom you have a work style conflict? How do you handle these differently?

Case Scenario: (Choose one)

- #1 A colleague, Elaine, on your team relies on you to execute the majority of the project workload but always takes credit for what you do with the clients and internal managers. She is consistently late for internal meetings and is often on her phone.

or

- #2 Your client, Jimmy, is young and inexperienced and rarely acts professionally. Working with him/her is very challenging. He never attends scheduled status or project calls to review projects or provide direction but instead sends emails/texts late at night with requests due the next morning.

SCENARIO #2

Report out by Team B & C

SCENARIO 2

INDECISIVE CLIENTS

How do you effectively communicate with a client who can't make a decision and keeps changing direction?

Case Scenario:

- Your project was scheduled and budgeted to be completed a month ago yet; the client, Alexa, has requested a 5th round of changes. She continually brings in new stakeholders to gain additional perspectives causing a change in direction. The project was originally scoped out to be 20-30 slides, but is now a 50 slide document. There is a fast approaching meeting which is where the resource was being launched and trained on and the project is now exceeding the Scope of Work and timeline.

SCENARIO #3

Report out by Team D & E

SCENARIO 3

WORKING WITH CREATIVE MINDS

How do you effectively communicate with writers, designers and editorial types to ensure the project objective, budget and timeline is met?

Case Scenario:

- You need to send slides to a client for approval for meeting within 24 hours and the designer, Mickey, has provided sloppy formatted slides at the 11th hour (builds not complete, inconsistent font sizes, typos in headlines). He has indicated that he has other priority projects and will not be able to make any additional revisions.