**CHECKLIST**

**WAYS TO COMMUNICATE**

As you will see in this checklist, there are dozens of ways to communicate. Challenge yourself to consider how you can use any of these tools to improve your relationship with employees, clients, customers, investors and other stakeholders.

## Written Materials

|  |  |  |
| --- | --- | --- |
| * Memos
* Newsletters
* Direct mail
* Letterhead
* Business Cards
* Brochures/Pamphlets
* Flyers
* Booklets
 | * Books
* Magazines
* Surveys
* Instructions
* Handbooks
* Financial Reports
* Annual Reports
* Pie Charts & Graphs
 | * Postcards
* Posters
* Advertisements
* Catalogues
* Slogans
* Contracts
* Performance Agreements
* Paper Style/Colour
 |

1. **Meetings, Etc.**

|  |  |  |
| --- | --- | --- |
| * One on One
* Group Discussions
* Team Meetings
* The Grapevine
* Breakfast Meetings
 | * Lunch Meetings
* Dinner Meetings
* Speeches
* Seminars
* Conferences
 | * Grievance Systems
* Open Door Policies
* Tele-Conferencing
* Video-Conferencing
* Focus Groups
 |

1. Individual

|  |  |  |
| --- | --- | --- |
| * Dress
* Intonation
 | * Body Language
* Eye Contact
 | * Smell
* Facial Expressions
 |

1. Telephone

|  |  |
| --- | --- |
| * Voice Mail Systems
* Interactive Voice Response Systems
* Pagers
 | * 800 Numbers
* 900 Numbers
* Telemarketing
 |

1. Computers & Technology

|  |  |  |
| --- | --- | --- |
| * E-Mail
* CD-ROM
* Geographical Information Systems (GIS)
* Push Technologies
 | * Screensaver
* Multimedia
* Global Positioning Satellites (GPS)
* Virtual Simulations
* E-Zines
 | * Websites/Internet
* Intranet
* Internet Message Boards
* Internet Video Cams
* Contact Management Program
 |

1. Facilities

|  |  |  |
| --- | --- | --- |
| * Design/Layout
* Lighting
 | * Colours
* Art
 | Access* Flexibility
 |

1. Miscellaneous

|  |  |  |
| --- | --- | --- |
| * Cassettes
* Videos
* Awards
* Bonuses
* Media Articles
* Public Relations
* Closed Circuit T.V.
 | * Fax-on-Demand
* Suggestion Systems
* Bulletin Boards
* Bus Benches
* Billboards
* Sales Force
* Satellite Transmission
 | * Symbols
* Trademarks
* Service Marks
* Giveaways
* Community Activities
* Aroma
* Stories/Fables
 |

Communicating is an art – no doubt about it. The challenge in all of this is to establish a “one-to-one” relationship. As heard recently, people are “drowning in information – yet, thirsting for knowledge”. By making all your communications permissive and mindful, you have the key to personal and business success.