effective

COMMUNICATION

OCM HELP LAB

Want to watch the replay of this OCM Help Lab? Click here! https://www.youtube.com/watch?v=cjqQ7PsL0fM

July 27, 2022

welcome and
INTRODUCTIONS

Name, Organization, Role

today's AGENDA

1

THE IMPORTANCE OF COMMUNICATING WELL

2

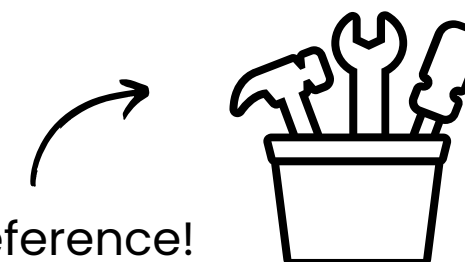UNDERSTANDING YOUR ORGANIZATION

3

USING THE TOOLS (AND MODIFYING AS NEEDED)
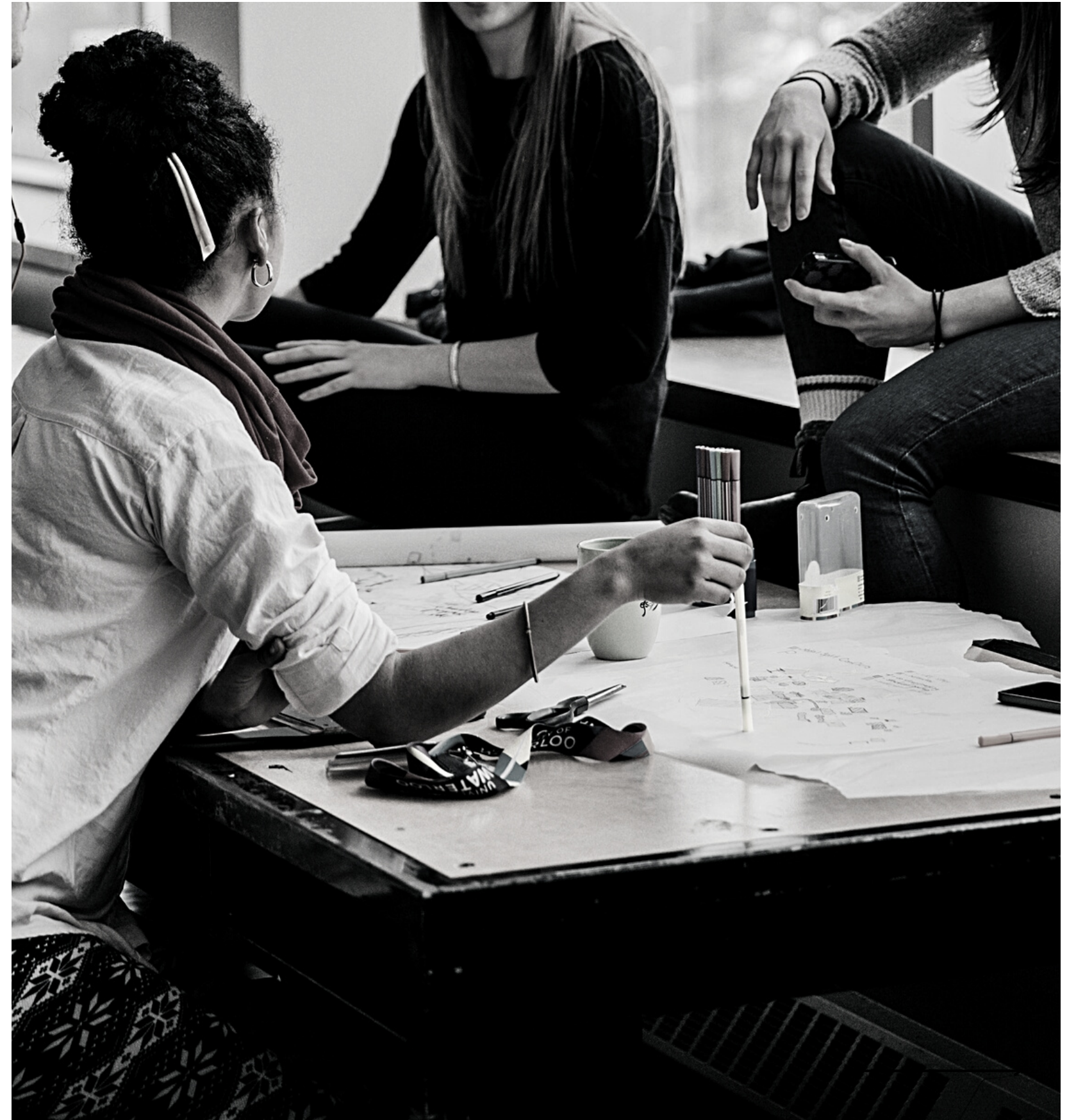
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Q AND A AND DEBRIEF

slides with this toolkit mean there's a resource in the handout for you to use/reference!

question
FOR YOU

why does effective communication matter?

here's what
WE HEARD

"there's a lack of communication and training created and delivered for new applications"

"supervisors aren't sharing information with their teams"

"we struggle to come up with creative ways to communicate to stakeholders"

what Liberum
BELIEVES

communication is *the* element that builds (or breaks!) trust for people experiencing change

in the absence of communication, the audience skews negative (thanks, human brain)

inclusivity and transparency are required (know all your audiences and be honest, especially when it is uncomfortable)

"The single biggest problem with communication is the illusion that it has taken place." -George Bernard Shaw

ok, what about
YOUR ENVIRONMENT?

consider your current state

the culture you're in will determine what methods and styles of communication will work best

add a dash of what you wish it could be (improve on, and demonstrate better ways of sharing information)

⟶

DEPT OF LICENSING

the project:

Website Improvements Project is the agency's effort to modernize their internal and external-facing (public) web content

the details:

- go-live is June 2023
- human-centered design approach
- content will be pulled from all across the organization
- so far, buy-in is strong at the leadership level, and decreases farther down the org

DEPT OF LICENSING

first: ask the right questions, and don't just ask leadership or the project team
- why are we doing this project? what's the desired outcome?
- does this tie into agency vision/mission/values?
- how/when do people want to receive information about the project?
- what are the excited about/worried about relative to this change?
- what communication channels exist already, and are they working?

second: align with existing communications people, and clarify roles

third: find a project "voice" that is professional, engaging, and please for sake of all your audiences, not boring (be human, be friendly, be real)
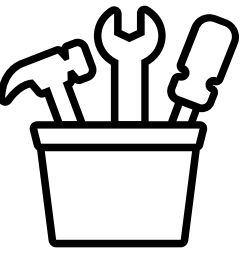
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UNDERSTANDING YOUR ORGANIZATION

digging into the
TOOLS

once foundational work is done to understand the change and the organization, how do you DO communications?

the path will be pretty similar across changes, even if the content and methods vary

key messages
BY PHASE
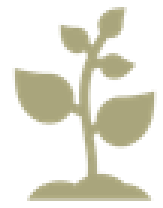
PLANT THE SEED

COMING SOON

PROVIDE UPDATES

ARE YOU READY?

ANNOUNCE LAUNCH

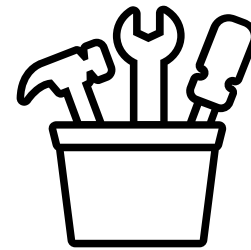**WE ARE LIVE!**

LOOK IT'S GREAT

LET'S CELEBRATE

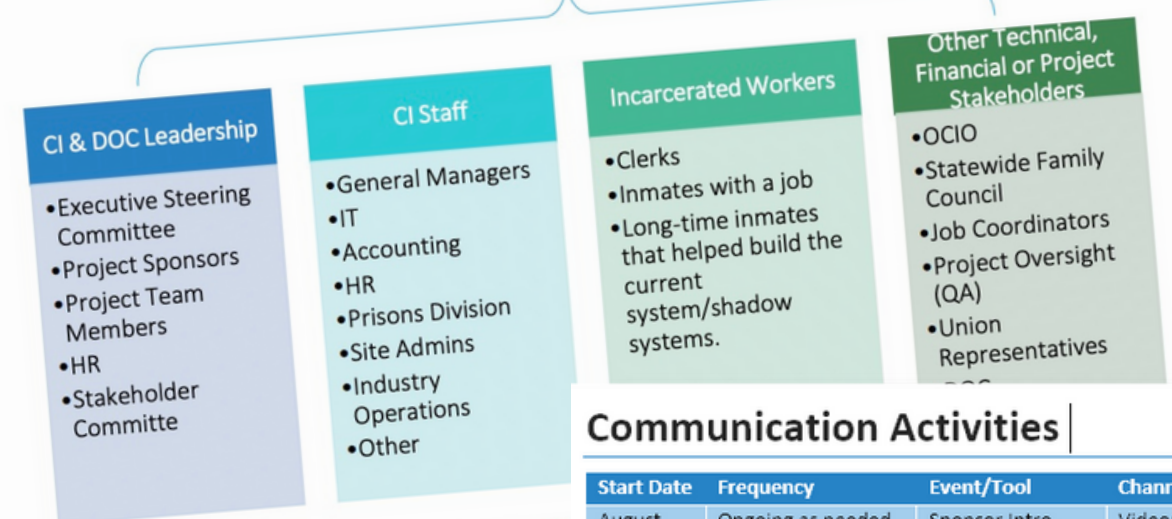USING THE TOOLS (AND MODIFYING AS NEEDED)

build out the PLAN

Audiences

Audiences have been broken down into two main groups: primary and secondary audiences. Primary audiences (also known as the target audiences) are those most personally affected by the project and associated changes within the organization. Secondary audiences include groups that are indirectly and/or minimally affected by associated changes.

Primary Audiences

CI & DOC Leadership
- Executive Steering Committee
- Project Sponsors
- Project Team Members
- HR
- Stakeholder Committe

CI Staff
- General Managers
- IT
- Accounting
- HR
- Prisons Division
- Site Admins
- Industry Operations
- Other

Incarcerated Workers
- Clerks
- Inmates with a job
- Long-time inmates that helped build the current system/shadow systems.

Other Technical, Financial or Project Stakeholders
- OCIO
- Statewide Family Council
- Job Coordinators
- Project Oversight (QA)
- Union Representatives

Ideal Comm

LEADERSHIP & PROJE
High level project overview, answer questions, communicate, communication tools, and emphasize need for consistent/co project messaging.

GMs → LOCAL C
High level project overview, answer questions, direct det questions to project team, supply communication tools, communicate need for consistent project messaging

CMT MANAGE
High level project overview, answer questions, listen to con direct detailed questions to project team communication

SUPERVISORS & L
High level project overview, answer questions, listen to co request written questions which will be redirected to pr

**Additionally, communication will be synchronized

Communication Activities

Start Date	Frequency	Event/Tool	Channel/ Vehicle	Purpose	Audience	Author	Sender
August 2019	Ongoing as needed	Sponsor Intro. Message	Video; then email and SharePoint	• Serves as project launch initial communication and equips managers, supervisor, and staff to know what to expect in the next 4 months.	CI Staff CI & DOC Leadership	D365 PM/OCM Team & CI Leadership	Change Sponsor
August 2019	Ongoing	SharePoint Information page	D365 Learning Portal (Intranet)	• Serves as public-facing information hub/repository for general D365 project information, tools, and resources	CI Staff CI & DOC Leadership Other Stakeholders	D365 PM/OCM Team	N/A
November 2019	Quarterly	Newsletter	Email & Post to SharePoint	• Provide quarterly updates on D365 project and associated activities.	CI Staff CI & DOC Leadership Other Stakeholders	D365 PM/OCM Team	Change Sponsor
August 2019	Ongoing as needed	At-A-Glance Fact Sheets (Sneak Peeks)	D365 Info Page (Intranet); Email	• Provide key facts about D365 and people/organizational impacts.	CI Staff CI & DOC Leadership Other Stakeholders Incarcerated Workers	D365 PM/OCM Team	Project Sponsor
January 2020	Once with all groups as needed thereafter	D365 101	Group Meeting/ Presentation/Web Ex	• Develop a shared understanding and awareness of D365 project (purpose/business reasons for change, particulars about the project and potential impacts to day-to-day work) • Check pulse/collect feedback from impacted employee groups	CI Staff CI & DOC Leadership Other Stakeholders	D365 PM/OCM Team	CI Leadership PMT/OCM
Begin at Kick Off	Monthly	Sponsor Message	Email, CI Intranet	• Engage staff, reinforce key messages, and recognize accomplishments	CI Staff CI & DOC Leadership	D365 PM/OCM Team	Project Sponsor
Begin at Kick Off	Monthly	Discussion Board	CI-Intranet	• Collect feedback on relevant questions; tie to newsletter or Sponsor Email	PM/OCM Teams	D365 PM/OCM Team	Internal PM
Begin Feb 2020	Bi-Monthly	CI Management Team Update	Group Meeting	• Provide updates on D365 project work and associated impacts to staff; collect manager input on project direction and associated OCM activities.	CI Managers	D365 PM/OCM Team	D365 OCM Team
TBD	Ongoing as needed	Leader Talking Points	Email; Intranet	• Prepare managers to talk with their teams about D365 project and impacts to day-to-day activities, job roles, processes, etc.	CI Managers & Supervisors	D365 PM/OCM Team	CI Leadership PMT/OCM
As Needed	Once with impacted staff w/follow-up as needed	Concrete Business process changes	Workshop; 1 page artifact by role/group	• Document for staff the specific changes to their duties (e.g., a "Start/Stop/Continue" 1 pager/job aide by role/group	All	D365 PM/OCM Team (with input)	CI Leadership
At Kick Off	Ongoing	Staff Feedback	Focus Group; Survey	• Collect anonymous feedback on change efforts; measure adoption and usage.	All	D365 OCM Team	N/A

USING THE TOOLS (AND MODIFYING AS NEEDED)

make it quick and
REPEATABLE

Project Transition Communications

Contents

Date Meetings: Facility Sponsor Check in & Date Steering Committee

Subject: Transition Away from facility to facility, Meeting Discussion

- Inform of Transition
- Path so far and what's remaining
- Email to All staff to be distributed last week of month.

Date Teams Message: Closing Chat for Teams Drop-in

****This Drop-In Chat Thread is now Closed****

YOU DID IT! System is live and the Project Team will be shifting focus to the next facility. But don't worry. You can still get System support by following the steps below.

1. Ask your supervisor if you have questions about System
2. If your supervisor doesn't know the answer, they can work with the facility Experts:
   a. Names
3. If the facility Experts aren't sure of how to proceed, they will contact the project team at email address. (hyperlink)

Thank you,

The System Project Team
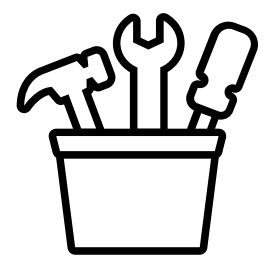
a quick
NOTE

consider the "perceived sender", and use wisely

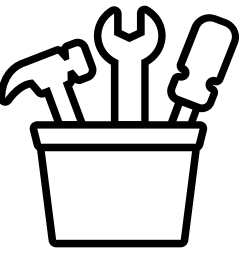know who will reinforce and strengthen the message, and who could disengage (street cred matters)

make it easy
TO SHARE

BLT
CI BUSINESS LED TRANSFORMATION

KNOW, DO, SHARE, REPORT
July 2022

KNOW

- Train the Trainer sessions for Wave 1 complete!
  - Additional Wave 2 Trainer opportunities are still available
- D365 Portal expanded: Wave 1 Training Curriculum and resources posted; Wave 2 live any day. Check it out here: D365 Learning Portal
- Power User Study Groups activated late this month, with hands on process navigation in D365
- Finance is now scheduled for an August/Sept go-live
- Daily D365 Drop In Sessions coming in August!

DO

- Review the Wave 2 (Core CI Supply Chain and Manufacturing Operations) Training Curriculum
- Contact OCM Team if you want to become a D365 Trainer

SHARE

- Share the Project Sharepoint Site & Change Toolkit links with your teams
  - Project Homepage
  - Change Tookits

REPORT

- Report questions from you team, concerns or identified resistance to the OCM Team @ DOCERPUpgradeProject@DOC1.WA.GOV

Q and A
DEBRIEF

what questions do you have?

specific comms troubles you want us to help solve?

(we love this stuff and are happy to help)

hey, was this HELPFUL?

using the chat, pick one of these prompts and finish the sentence...
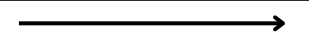
I LIKED...   I LEARNED...   I WISH...   I WONDER...   I PLAN TO...

Q AND A
AND DEBRIEF