Task 1

Communication strategy

The communication strategy used inside an organization plays a vital role in its operations. That is because if the communication strategy is not efficient, the operations of the organization will not be sufficient and it will have a negative impact towards achieving goals and objectives. JKL Industries has identified several weaknesses in its communication strategy.

There are two primary considerations in determining the communications strategy to JKL. They are deciding the objectives and the audience of the communication plan. It is essential to focus on the existing weak points of the current communication strategy to formulate the new objectives and deciding the audience of the new communication strategy.

Objectives

The objectives of the organization highlight the purpose of the communication strategy. One of the primary objectives of the JKL Industries is to create a positive organizational culture. The organization expects to create a culture that respects the organizational ethics, rules, policies and the objectives. The company should communicate the organizational values, goals, policies and the code of ethics to the workforce in a productive way through the communication strategy, and this will help to overcome the current weaknesses of the existing strategy like lack of awareness about the organizational goals, ethics, and values. Also building a positive culture will help to avoid a weakness such as having conflicts.

Another objective of JKL Industries should be to communicate and socialize the strategies and performance goals to the stakeholder parties (Barton, 2014). By socializing the strategies and communicating the expected performance outcomes to all the stakeholder parties the company can overcome the weakness of lack of awareness.

The communication strategy of JKL Industries should also have the aim to motivate the workforce by communicating the importance of the contribution of each member to achieve organizational goals (Barton, 2014).

Having an objective to empower employees in managing knowledge, involving employees in consultation and making the employees focus on right tasks will help to overcome current weaknesses like lack of employee engagement and lack of empowerment (Barton, 2014).

Commented [BP1]: 1.Your response is okay, but you have missed to upload your presentation. Please, prepare a business presentation in response to the scenario described in the scenario. Determine and prepare to discuss:

a.Audience needs and relevant interpersonal skills you will need to deploy to win support for your ideas.

b.Organisational needs:

i.internal strategic needs, goals and objectives

ii.external regulatory or legal requirements, such as for WHS consultation, anti-discrimination or industrial relations

iii.business ethics requirements.

c.Your proposed approach to communications and consultation to meet organisational and audience needs:

i.Prepare to explain your draft communications strategy, organisational policies and procedures, and how such communications systems and policies can support a coordinated approach to developing effective work relationships.

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The audience and communication plan

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It is crucial to decide the audience when formulating a communication strategy. In JKL Industries, the audience includes both external and internal stakeholder parties. It includes front-line employees, senior management, line managers and external parties like customers, suppliers and interest groups (Barton, 2014). It is essential to involve all these parties in the communication strategy of the organization and consider the information, social and emotional needs of each party. The company should ensure that it communicates appropriate, meaningful and reliable information to the stakeholder parties which will also avoid lack of awareness among the stakeholder parties.

Communication strategy of the organization should always support feedback as an essential element. It is essential to get the employee suggestions and respond to them which will increase the employee engagement. This process will help the organization to build an effective communication strategy avoiding the identified weaknesses like lack of information flow from employees to management and will facilitate to build an active two-way communication process.

Apart from facilitating two-way communication, identifying the needs of each stakeholder party is an essential part of the communications strategy. That is because different stakeholders have different interests and needs and it is crucial to identify the needs of stakeholders starting from managers, employees to suppliers and customers. It will facilitate to obtain inputs from employees and other parties to make decisions rather than just involving managers for the decision making process. It is important because the primary motive of consultation is to involve all the stakeholder parties to decision making which will balance the interests of all stakeholder parties and facilitate effective decision making.

The communication strategy should ensure that it conveys consistent messages throughout all the levels of the organization which will help achieve organizational goals. Also, the strategy should consider what messages to convey to a specific stakeholder party and whether it fulfills the needs of that party. For instance, one party may expect a summary of the performance where another party may require a more informative disclosure of plans strategies and decisions.

One of the significant weaknesses identified is lack of modern technological platforms. So the company can utilize modern technological media in the communication strategy like intranet, project management software, information systems, online document repositories and social media platforms like LinkedIn (Barton, 2014). This strategy will help the organization to make communication more effective and will speed up the response to customer needs.

Also, it is critical to assess whether the communication strategy meets the legislative requirements. JKL Industries is a company that employs more labor who operate with large forklifts and industrial tools it is required to comply with legal requirements such as 46–49 of the WHS Act (Safe Work Australia, 2016). For instance, the communication strategy of the company should facilitate identifying and communication of hazards and risks, making decisions to avoid those risks, ensure employee wellbeing and facilitate making changes to ensure employee safety. Here the information should be communicated to the employees through WHS meetings or bulletins, as well as their ideas should be taken into consideration. The company can have Health and safety committee (HSC), Duty Holder, Health and safety representative (HSR) to comply with legislative requirements (Safe Work Australia, 2016).

Sometimes senior management resists new changes regarding the communication strategy. It is essential to change this attitude because without the top management consent it will not be possible to implement any changes as suggested. The senior management can communicate the weaknesses of the current strategy to overcome this challenge. Examples of such weaknesses are a slow response to customer needs, no use of modern technology platforms or social platforms, and lack of employee empowerment and engagement. With such significant weaknesses, it is questionable whether the organization is capable of achieving its goals and objectives. It is evident that if the organization utilize the modern technologies and platforms, it will enable to overcome all these weaknesses and reach the expected performance targets.

Grievance procedure

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Handling employee grievances is an integral part of the organizational communication strategy. The new strategy should enable every employee to raise a grievance if there is a preferential treatment or an action unjustly taken against them. Moreover, it is

clear that the organization currently complies with the Privacy Act 1988 and anti-discrimination legislation.

The communication strategy should facilitate the employees to express their complaints to the immediate manager or the supervisor as the first stage, and necessary steps should be taken to follow a formal and a written grievance to the Human Resource official. If the employee is still unsatisfactory with that step, then an appeal can be submitted to the senior management. Finally, the grievance procedure is likely to end with the involvement of a senior level manager. Else the case can be presented for arbitration (McCabe and Lewin, 1992).

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