

How to make the most of your IC Field Guide

You're super-busy. Time-pressed. And eager to build productive, meaningful relationships with your people.

We get it. That's why we've taken the brightest science-backed insight and pulled it together into this natty little IC Field Guide.

So feel free to save it on your desktop, stick it on your wall, whizz it around your organisation – and if it's given you food for thought, you'll find loads of other helpful resources at www.handhcomms.co.uk/insights-and-guides-to-internal-communications/

This IC Field Guide introduces the fascinating characters you'll likely be interacting with in your teams – and supports you to tailor your comms around their personal communication preferences.

Meaning you'll have lots of ideas on how to build stronger, more effective connections that bring the best out of your colleagues – no matter where they're based.

Ready to communicate with impact?

Let's dive in...



Ever noticed how the people in your team respond uniquely to different styles of communication?

Some love it when you make time for small talk and ask them how they're doing. Others prefer you to get straight to the point, without beating around the bush.

With blended working now the new norm for many, focusing on how we communicate with our colleagues – remote or otherwise – has never been so important.

Reference:

1. The future of the workplace: Embracing change and fostering connectivity, McKinsey 2021
The personas in this infographic are underpinned by PRINT®. This savvy insights tool enhances individual and team performance, by revealing the drivers that influence how we connect with others. To discover how PRINT® will supercharge your communications, visit discoveryourprint.co.uk.



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Staying connected remotely:

How to communicate with impact

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PRINT®

+44 (0)1482 307 665
hello@discoveryourprint.co.uk
www.discoveryourprint.co.uk

h&h

+44 (0)1482 222 230
talktous@handhcomm.co.uk
www.handhcomm.co.uk

With blended working becoming the new norm, it's **essential** colleagues remain connected and in the loop.

But how can you ensure your messages **pack a punch** – and keep employees feeling included when they're no longer within the physical office community?

Chances are you're now miles away from some of your team. But being savvy about what you say – and how you say it – makes it a doddle to **communicate and engage with impact**.

Organisations that clearly communicated post-COVID-19 work arrangements saw a **five-fold increase in productivity and a three-fold increase in feelings of inclusion**.

Remember to use the **Platinum rule**:

• **Treat others how they'd like to be treated**, to create deeper connections and rapport.

Let's take a look at the characters you're likely to be interacting with in your teams, and how you can communicate with impact to get the best out of them in any situation...



The Commanders

How to spot them

Action focused	In control	Determined
Energetic Decisive Enthusiastic	Eager to get their point across Fluent and persuasive Enthusiastically lead conversations	Competitive Persistent Confident and self-assured

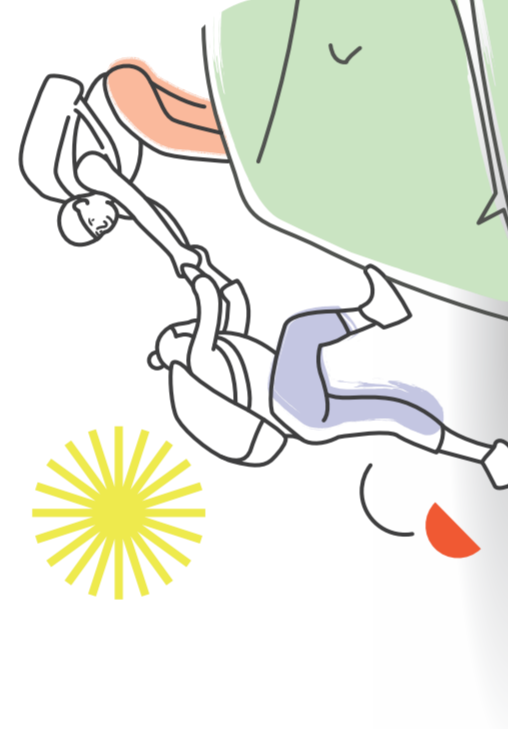
How to get the best out of them

Get to the point quickly
Make direct, positive and enthusiastic statements

Tell it like it is
(straight talking is key for this group)
Give them the freedom to make decisions

Things to remember

Summarise first, give detail later
Avoid prolonged small talk
Expect quick, non-emotional decisions
Match their energy and pace



The Collaborators

How to spot them

Connection focused	Expressive	Emotionally aware
Attentive Good listeners Empathic	Wear their heart on their sleeve Talkative Express through emotions, feelings or physical actions	Tuned into other people Sensitive Warm and compassionate

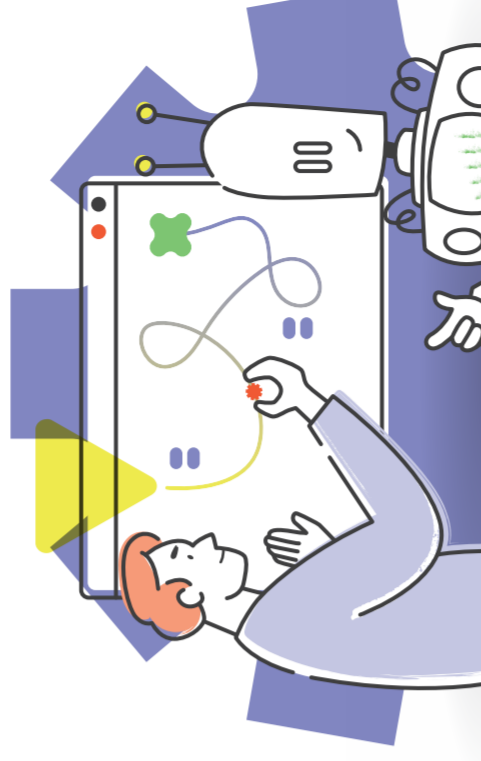
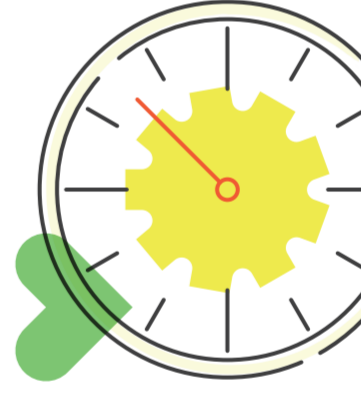
How to get the best out of them

Focus on them and invest in the partnership
Use face-to-face communication (video or phone calls)

Communicate emotional benefits
Give them time to share their thoughts and feelings

Things to remember

Take time to understand what matters to them
Present criticism in a positive way
Build trust and connection before getting down to business
Offer sincere praise



The Challengers

How to spot them

Knowledge focused	Cautious	Reserved
Analytical Rational Seek details and facts	Patient Methodical Like to think things through	Restrained and measured May keep their thoughts to themselves Will assess the facts before speaking out

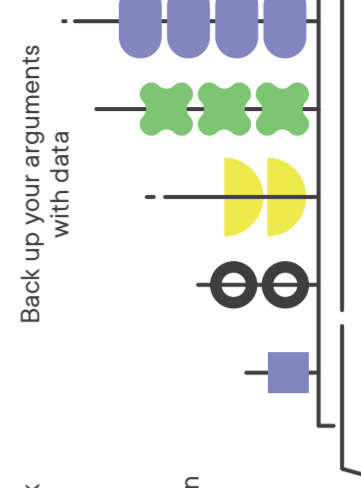
How to get the best out of them

Focus on facts and information over emotional appeals
Provide precise, well-researched arguments

Use written communication over verbal
Allow them time to question and scrutinise information to come to a decision

Things to remember

Avoid prolonged small talk
Be organised, logical and comprehensive in your communication
Provide reading materials in advance of meetings



When it comes to keeping people **connected** – wherever they're based – **considered communication is key.**

Can you spot the **Commanders, Collaborators and Challengers** in your organisation? Use the simple tips in this IC Field Guide and enjoy building meaningful and productive relationships that bring out the best in everyone.