

2009 September 1/JL

Commitment

Message/channel matrix

Message	Example	Channel
Social issues	Climate Cooperation Psychosocial issues	Printed or electronic information (e-mail, intranet or billboard). Psychosocial issues should be addressed at group meetings or individually.
Operational communication	Who is doing what when and how	Printed or electronic information. 1-2-1 with individuals or with does who are involved.
Feedback	Achievements Praise Criticism	1-2-1 with individuals. Praise and achievements can be communicated to groups.
News and status	Briefings Recruitments Events Projects	Printed or electronic information that is very well suited to be followed up on meetings.
Financial information	Forecasts Results Financial news	Printed or electronic information that is very well suited to be followed up on meetings. Important to simplify and to use illustrations.
Strategic communication	Visions Goals/objectives Strategies Organisational changes	Dialogue in meetings – with printed or electronic information as background and preparation.
Values	Values Management philosophy Employee philosophy Policies Guidelines Directives	Dialogue in meetings – with printed or electronic information as background and preparation.