

## Communication systems

Good communication is vital to Unicorn's success and our job satisfaction. As we grow, we need to maintain strong, cooperative communication between individuals, teams and the entire membership. Despite our informal work atmosphere, we should always communicate professionally and coherently.

### What is the purpose of communication?

- To know what is going on in all areas of the business
- To follow coherent, consistent procedures
- To ask questions or give answers
- To give comments or feedback
- To have a point of view or issue understood
- To make good decision

### What are some of our forms of communication?

- Speaking to each other
- In trays
- Internal phone calls
- Newsletter
- Diary and End of Day reports
- Rotas and End of Day Checklists
- E-mail
- Out of Stocks & Due Deliveries blackboard
- Forum (& minutes), Members Meetings (& minutes), Team Meetings (& minutes)
- Training sessions (& minutes)
- Visioning sessions and Away Days
- Minutes & papers in staff room
- Postings on office & staff noticeboards

### Weekly newsletter (emailed to member on Monday, also a relevant summary to casuals)

- New products, out of stocks, delisted lines, other product information
- Previous week sales, hours worked, sales per hour statistic, top sellers
- Highlights from teams, new procedures
- Highlights from Forum or training session
- Personnel items, e.g. new staff, requests for cover
- Upcoming events, e.g. visitors, meetings, social events
- Any other announcements/reminders from members

### Diary (read each morning)

- Any absence (sick, holiday, lateness) or required cover
- Casual workers shifts, any other arranged cover
- Deliveries due
- Any visits, appointments, reminders
- Packing rate from previous day and hours required in packing room that day
- End of Day report from the previous day (recorded each evening)

### BE ASSERTIVE... What does that mean?

- Confident, polite, good body language
- Make positive statements (encourage what you want, rather than discouraging what you do not want)
- Voice your thoughts but do not try to force your view upon others
- Do not be aggressive (imposing your view, confrontational, combative)
- Do not be manipulative (not stating your view openly, using other means to persuade)
- Do not be passive (not speaking up, only speaking your mind to a few people later)
- Give and receive criticism without hurting – criticise behaviour not person
- \*\*Base all communication on respect\*\*