

Communications Excellence: Tactics Used by Executives to Increase Organizational Effectiveness



Report Summary
Best Practices, LLC

Project Methodology and Study Objectives

Over the years, the communication process has evolved due to technological advances and changes. This research study seeks to identify the most effective external and internal communication strategies and tactics and how people best utilize various communication formats to achieve organizational success/efficiency.

- **This research seeks to explore the most effective and preferred channels & tools of communication, optimum communication frequencies for internal and external communications.**
- **Key study objectives**
 - ✓ Benchmark the tools and usage frequency of executives are making use of for external communication.
 - ✓ Identify the preferred and effective channels for external communications.
 - ✓ Identify types of internal communication mostly used by executives.
 - ✓ Identify preferred medium for internal communication
 - ✓ Measure internal communication effectiveness.

List of Participating Companies

Best Practices®, LLC gathered insights a total of 183 leaders from 162 companies from different industry segments across 6 continents. These are some of those companies.



List of Participating Companies

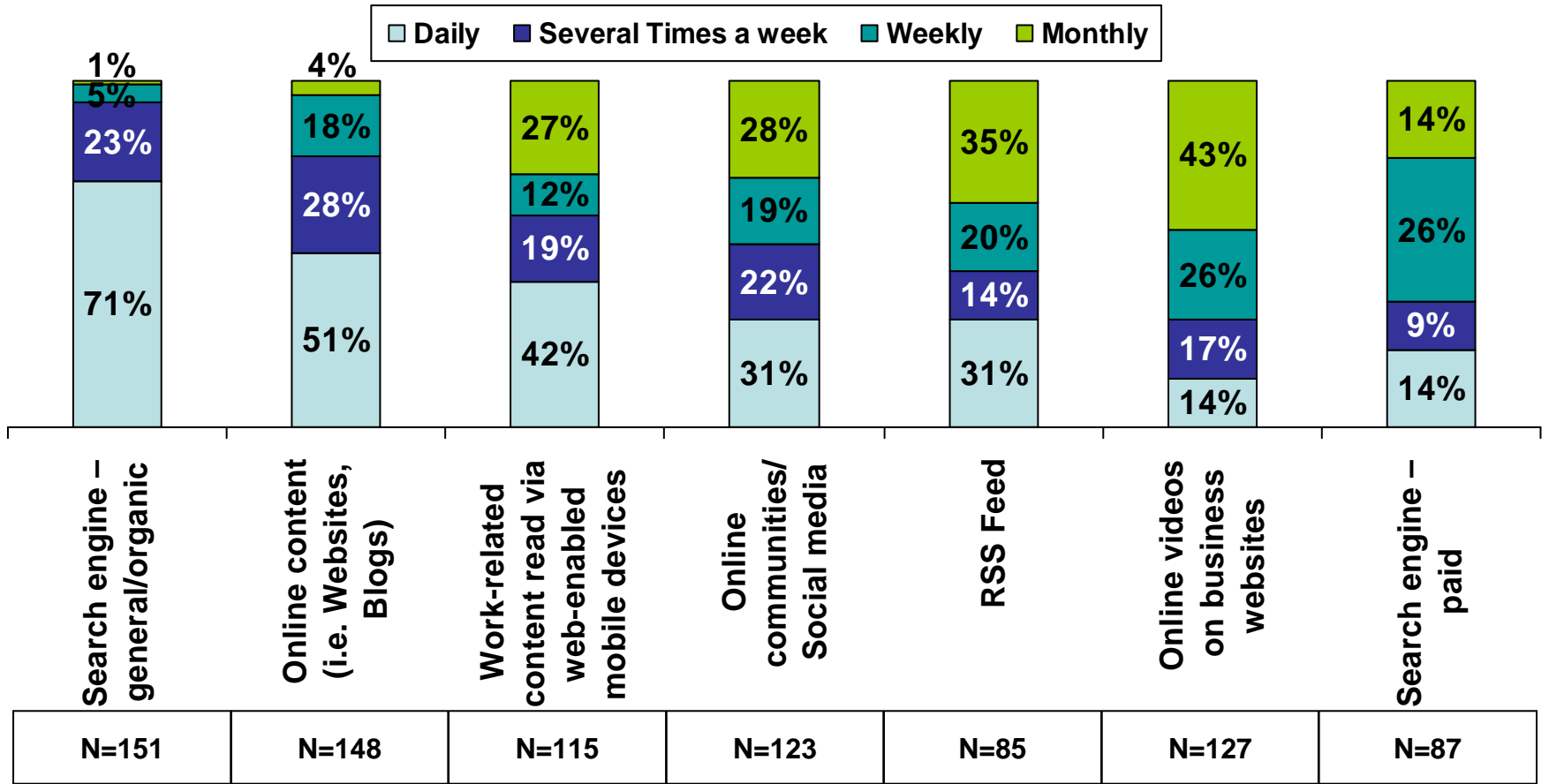
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Usage Frequency of Internet Tools – Overall

General search engines are used daily by 71% of the respondents followed by online contents such as websites and blogs (51%) to search work-related information by executives. Web-enabled mobile devices are used by more than half of the respondents to surf information related to work daily of several times a week.

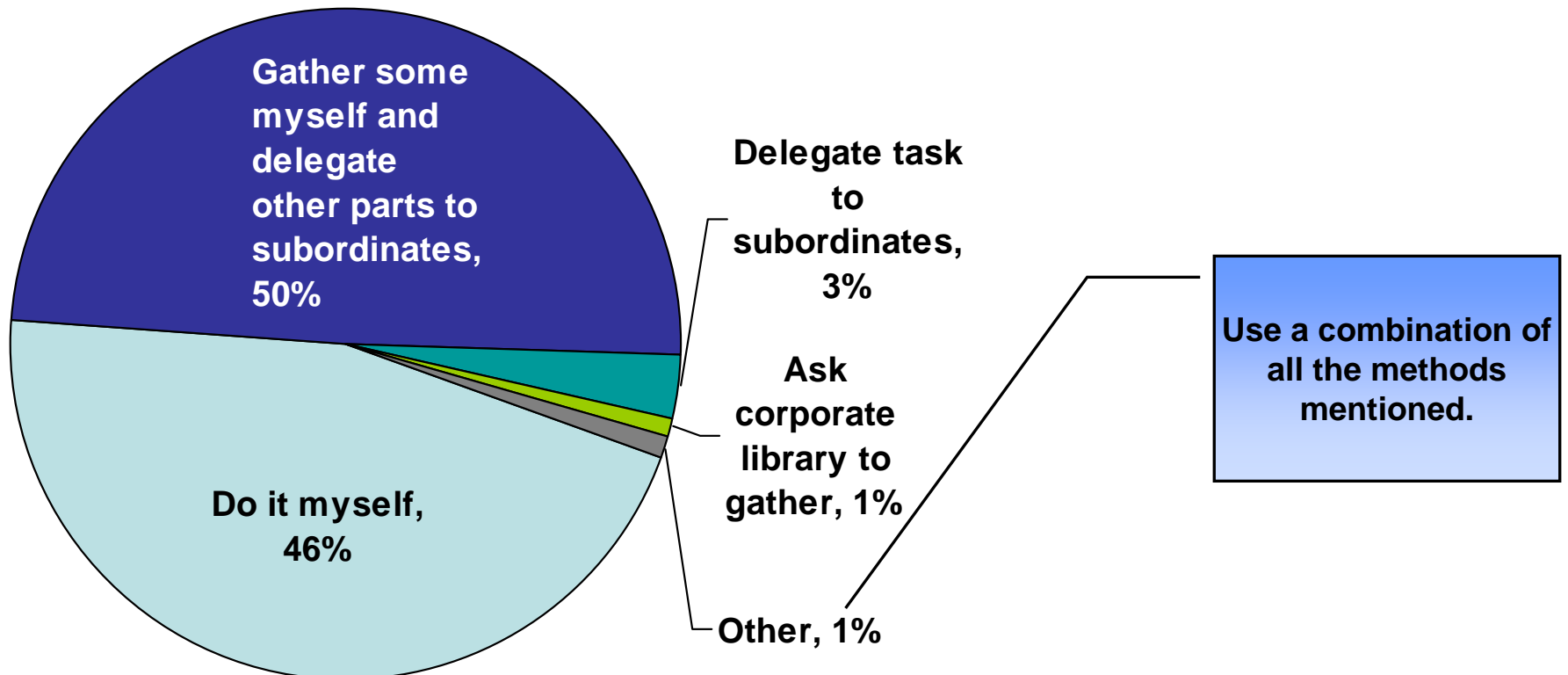
Please indicate how often you use the following internet tools for gathering work-related information.



Methods Used to Gather Information – Overall

Most participants do their own information gathering, however nearly half the participants gather information with the help of subordinates. Very few participants use their library or external recourses to gather information.

Which information-gathering method do you prefer?

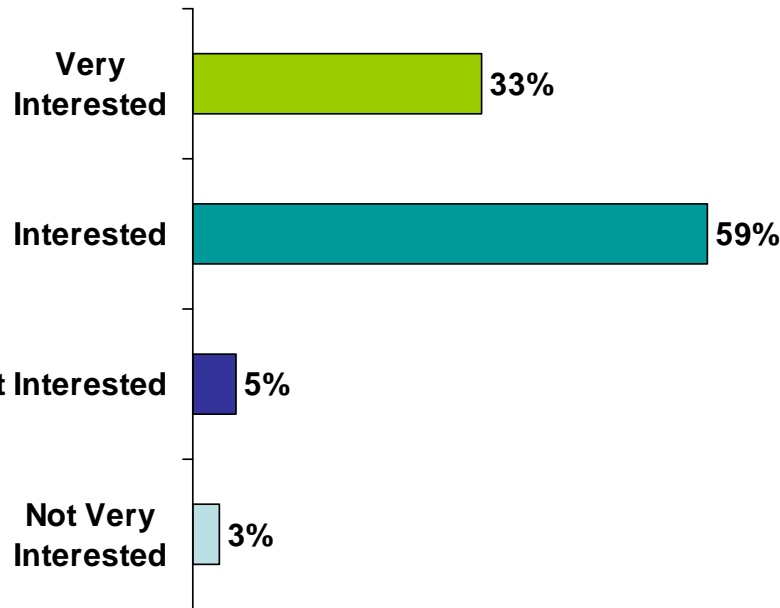


N=148

Interest and Preferred Time of Checking Research Information – Overall

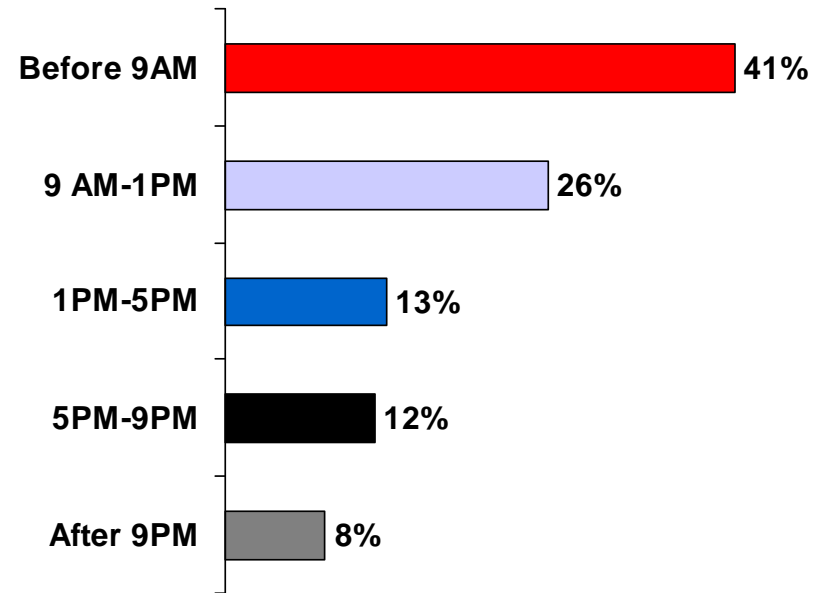
Almost all of the benchmark class reported being interested in research information. Most reported wanting to receive the information before 9AM while a fifth preferred to receive it in the evening.

Please rate your interest in gathering information from or about the resource types below. Please indicate your preferred time to check the following type of work-related external communication.



Interest Level

N=115



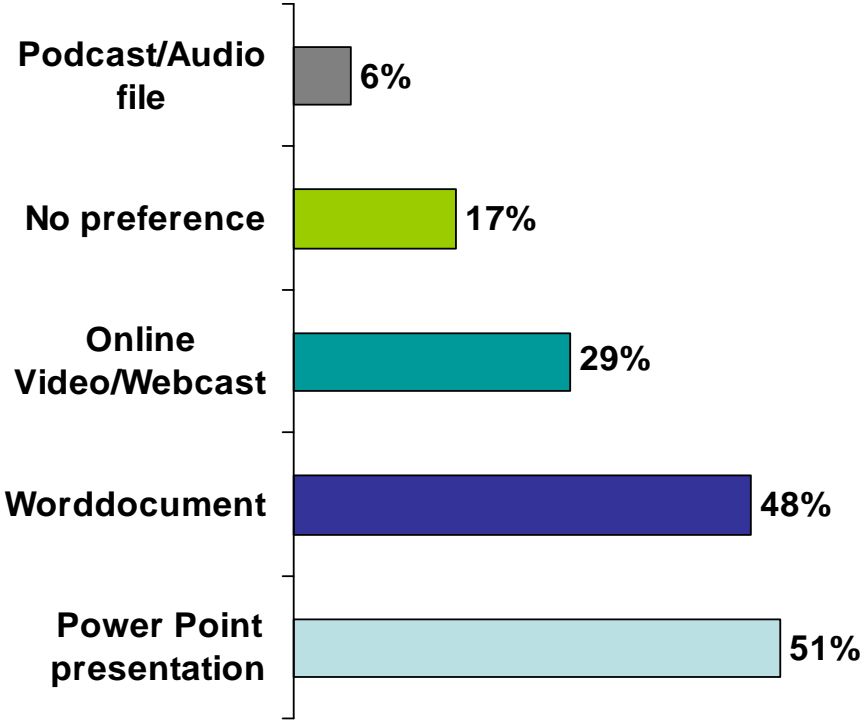
Time of Checking Communication

N=106

Preferred Formats & Effective Tools for Strategic Guidance – Overall

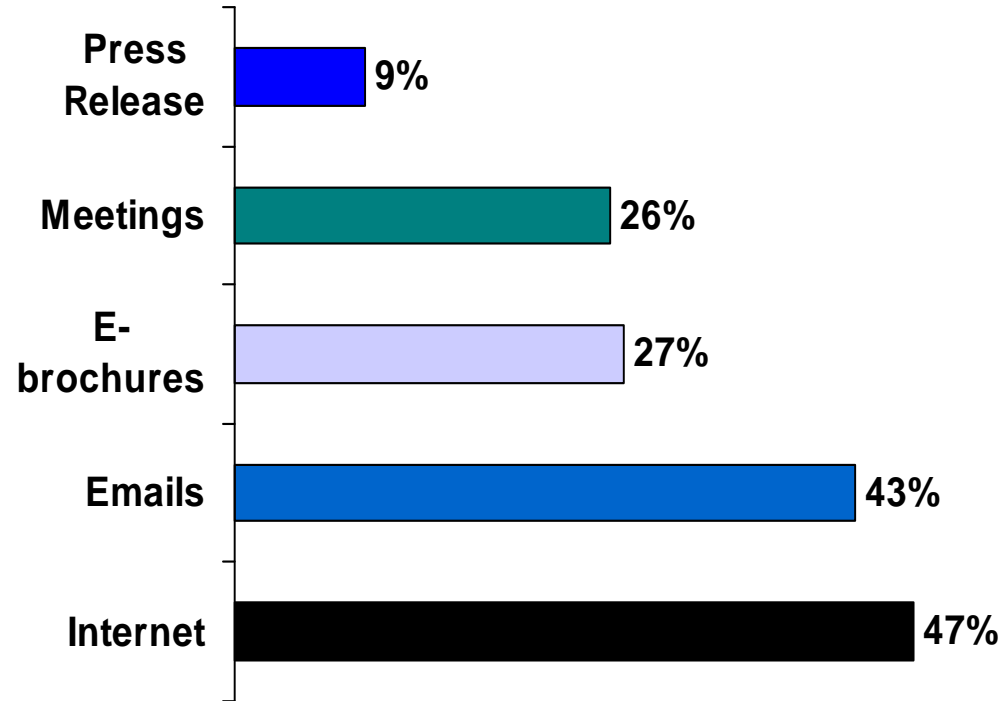
The benchmark class reported the internet and email as being almost equally effective for delivering strategic guidance information. Power Point and Word are almost equally preferred formats.

Which are your preferred format (s) for reviewing business-related information from external parties?
For the following type of content that could be communicated to you from external parties, please choose the most effective tools.



Preferred Format

N=115



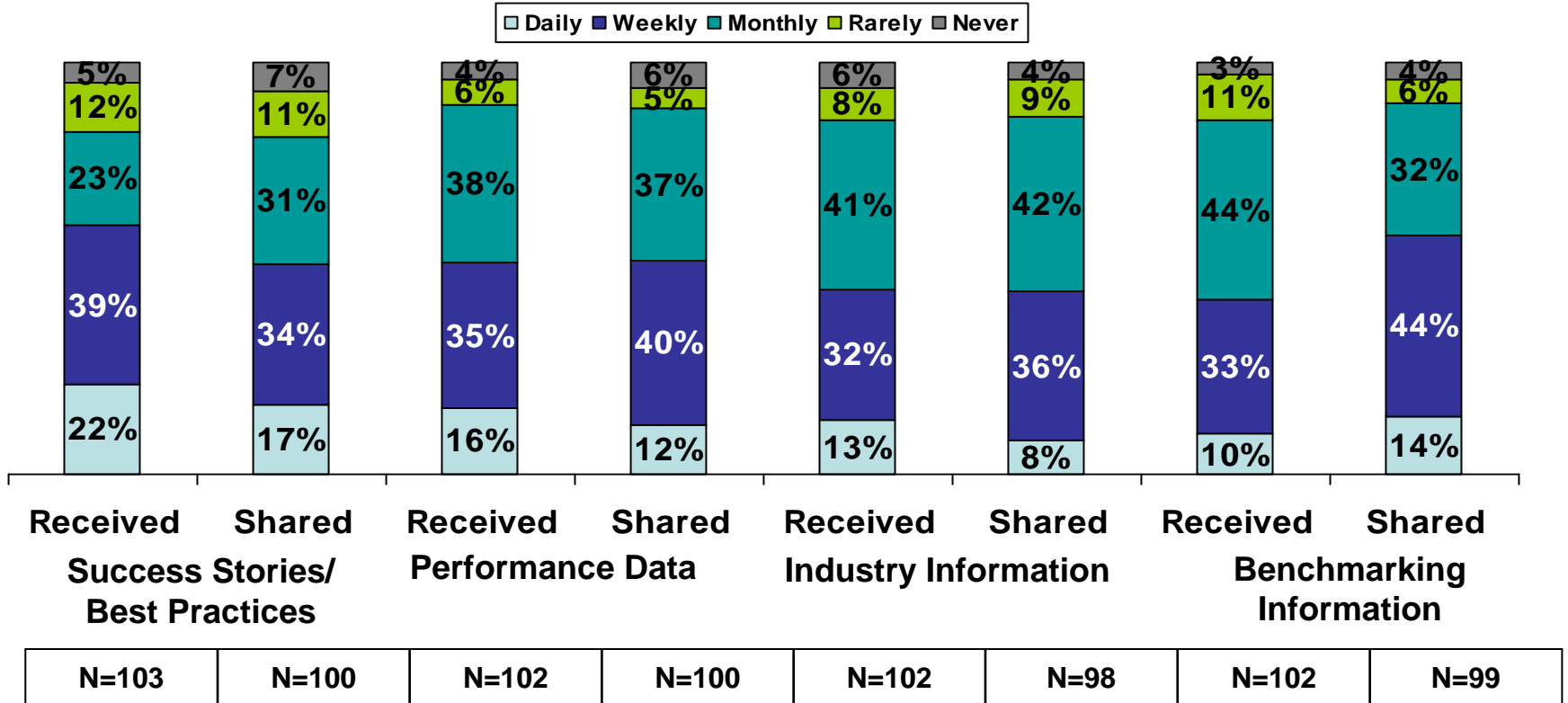
Effective Tools of Communication

N=124

Frequency of Sharing Company Related Information – Overall

About half of the benchmark class reported receiving and sharing success stories, performance data and industry information on a weekly basis.

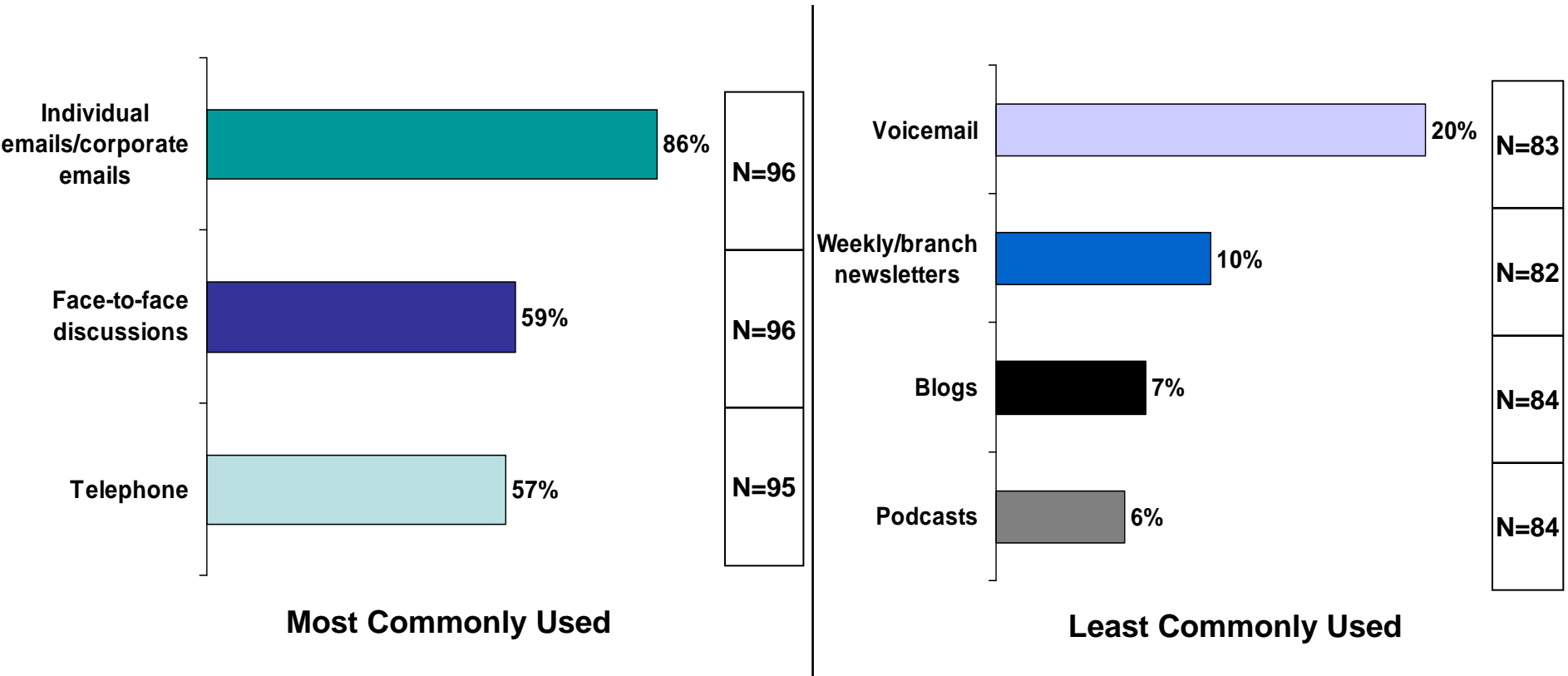
Please indicate how often you handle the following types of internal communications from within your organization. How frequently do you share the following types of communications with your colleagues/department?



Most & Least Commonly used Medium for Internal Communication – Overall

The majority of the benchmark class reported that they use emails to communicate internally followed by face-to-face discussion and telephone usage.

What are the main mediums through which you receive information? Rate in order of 1-9 the most commonly used mediums, 1 being the most commonly used and 9 being least commonly used.

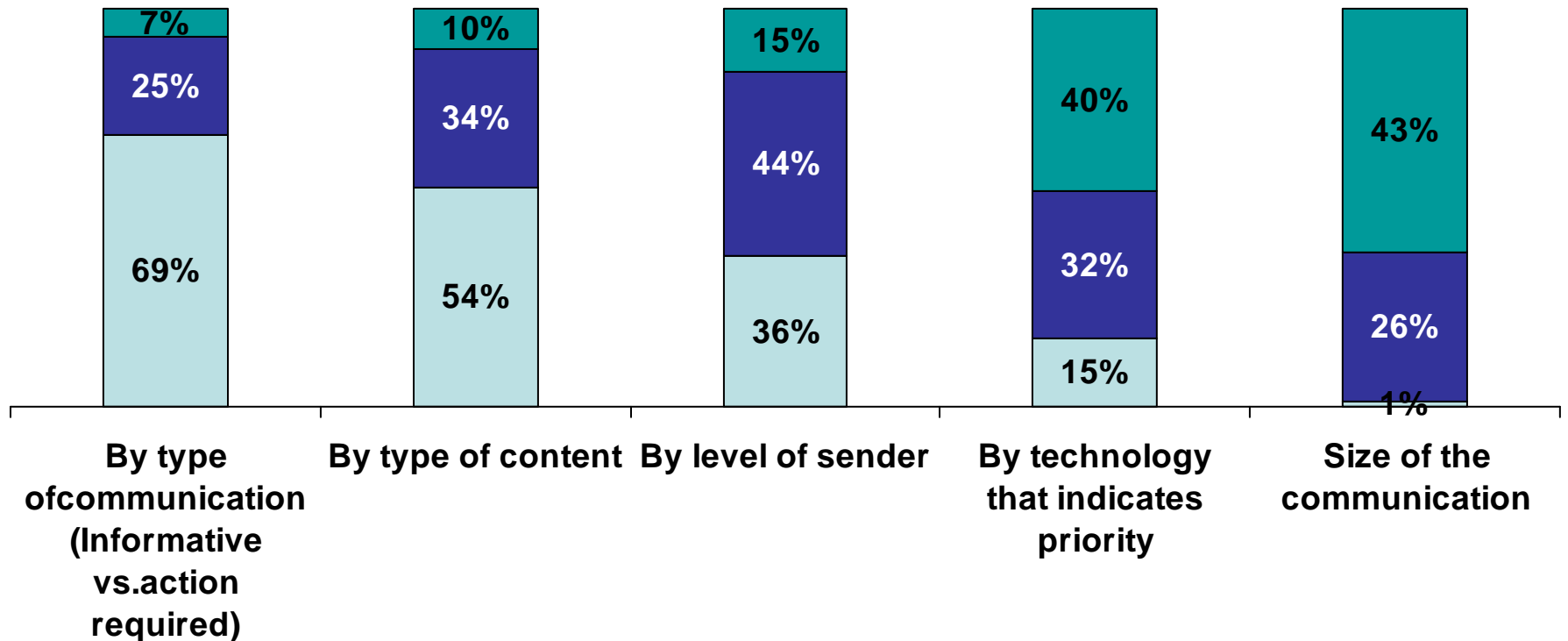


Effective Tactic to Prioritize Communications – Overall

Almost three quarters of the benchmark class reported that organizing information by type is the most effective way to prioritize communications followed by the type of content.

Please rate the most effective way to prioritize communications received.

■ Highly Effective
 ■ Somewhat effective
 ■ Neutral



N=89	N=89	N=88	N=88	N=86
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About Best Practices, LLC

Best Practices, LLC is a research and consulting firm that conducts work based on the simple yet profound principle that organizations can chart a course to superior economic performance by studying the best business practices, operating tactics and winning strategies of world-class companies.

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