

CTPM Posters Enhance Communication

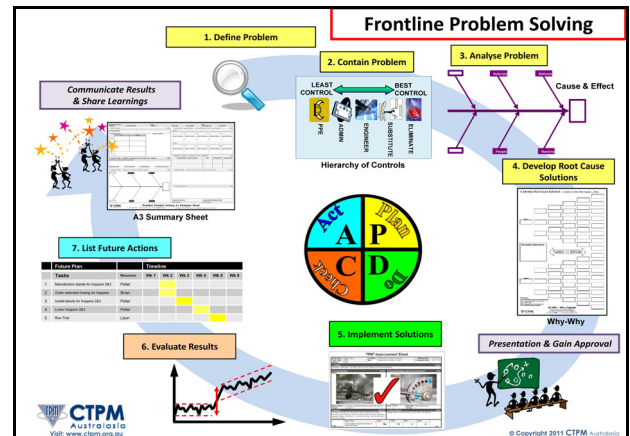
Too many people assume the other person knows exactly what they are thinking. But remember when you assume, you make an "ass" out of "u" and "me".

Whether you are questioning to build understanding, gaining approval to carry out improvements or sharing results with others, communication is the key to success in any Improvement Journey.

Through great research and implementation, CTPM have discovered that people retain information better when it's represented and learned both visually and verbally.

CTPM's Visual Poster strategy is used to help sites enhance their communication, and involves a variety of pictures and diagrams (as little words as possible) outlining the use of improvement tools and standard procedures in their improvement journey.

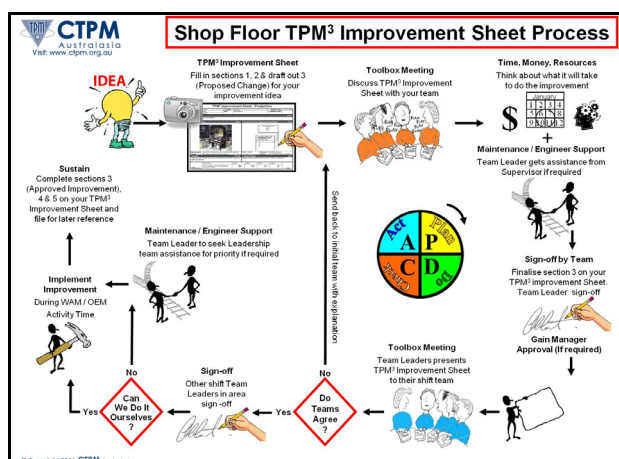
Using Visual Posters (as seen throughout this article) caters for the different learning types (Visual, Audio & Kinesthetic) and assists people who struggle with written or spoken language (i.e. English as a second language).



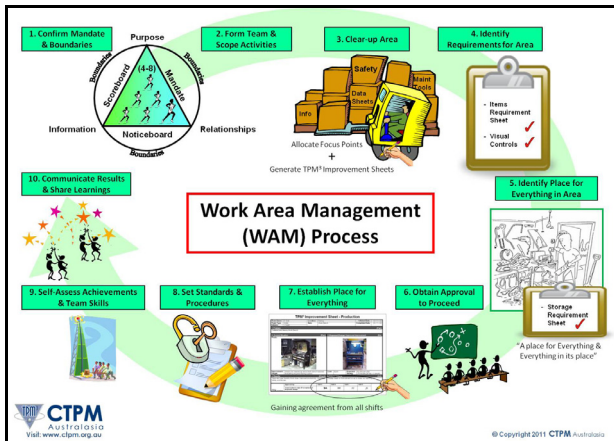
For example, we currently work with a company that has a high percentage of multicultural employees. With the guidance of the client, personalised CTPM Visual Posters were developed and displayed across the site to assist communication of key information and processes in their improvement journey. Being highly prescriptive in the way the CTPM Improvement process was being rolled out, enabled employee's of all levels of language and literacy to be engaged as competent and valued Team Members.

Another way Visual Posters have seen to be beneficial is communicating the Improvement Journey to new employees; especially if your business has a large number of casuals (for example a seasonal food company has a high percentage of casual employees to assist them during their busy periods).

With new employees coming and going, trying to sustain improvement can be difficult, especially if a site is lacking on the communication front. Having Visual Posters of Processes and Standards can help prompt employees when they are still finding their feet in the Improvement Journey and it also reveals to them the sites expectations during everyday tasks.



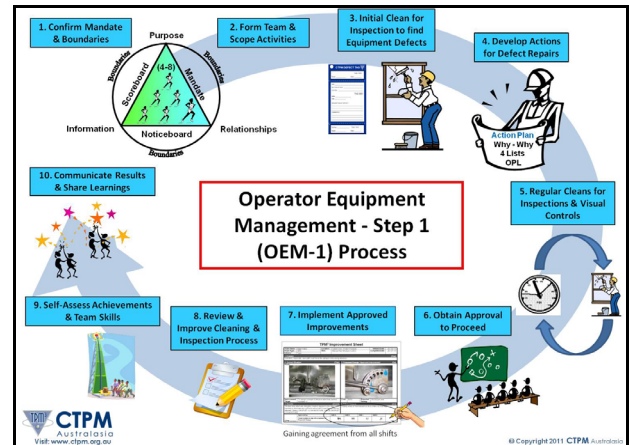
If communication ceases to exist within a site, engagement of the employees will decrease, sustainability of any implemented improvement will fall away and new proposed improvements will lack ownership.



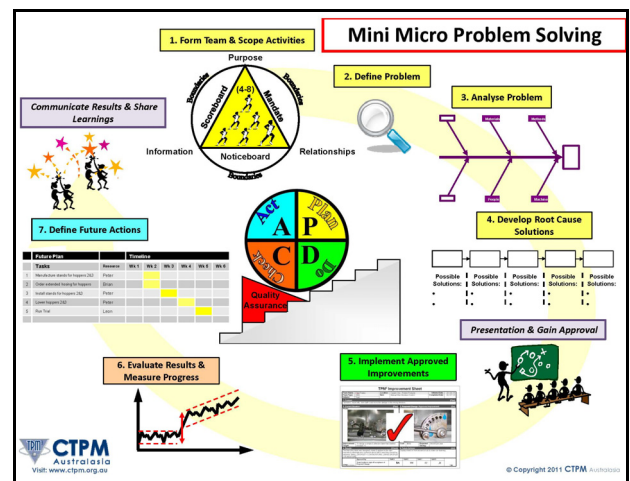
You may feel that this is a bit extreme but it is amazing how communication is easily overlooked. The importance of communication in an organisation can be summarised using the four points below:

1. Communication enhances **motivation** and **confidence** by making it clear to employees about the tasks that need to be completed, the expectations of them while they are completing the tasks, and how to improve their performance if required.
2. Communication is the foundation of the **decision making** and **problem solving** process. It helps to define, prove and evaluate a variety of possible solutions or future actions.
3. Communication plays a crucial role in **engaging the workforce and creating a sense of ownership**. A well informed individual will have and maintain a better attitude than a less-informed individual.
4. Communication also assists to **manage a process**. It helps manage organisational member behaviour in various ways. There are various levels of hierarchy and certain principles that employees must follow in an organisation. They must follow policies, perform their job role to the set expectations and communicate any work

problems / incidents to their superiors. Thus, communication helps in maintaining a sense of order within an organisation.



If you are interested in getting your hands on one of these Visual Posters or are looking to design something more specific to your site. Contact us at CTPM Head Office on +61 2 4226 6184 or email ctpm@ctpm.org.au.



Remember visual communication is a powerful tool and it can make a big difference to any site's Improvement Journey. Don't delay and test this out today ... even if you start off by making a whiteboard your best friend!