

COMMS MANIFESTO

GOLDEN RULES

- Practice good etiquette
- Encourage frequent communication
- Communicate clearly & think like a team
- Ask for forgiveness, not for permission
- Be positive and encouraging

COMMUNICATE MORE

- Over-communicate when in doubt
- Don't be afraid to be seen as a frequent communicator
- Utilise phone for urgent communication, Slack (or your preferred platform) for non-urgent, and email for external communication

POSITIVITY & ENCOURAGEMENT

- Assume positive intent in communication
- Use emojis to convey tone
- Embrace a no-blame culture; own mistakes and improve
- Praise publicly, question/challenge privately
- Share ideas openly in the team ideas channel

CLEAR COLLABORATION

- Ask: "What do I know?", "Who needs to know?", "Have I told them?"
- Set clear expectations and deadlines when requesting
- Use clarifying phrases like "Are you saying...?" or "Does this mean...?"
- Delegate as teamwork, not failure

TAKE INITIATIVE

- Make decisions actively, considering the best course of action
- Research potential solutions before asking for help
- Share your troubleshooting efforts when requesting assistance

COMMS MANIFESTO

TIME ZONE ALIGNMENT

- Define your company's standard time zone for communication and deadlines
- Clarify individual team member's time zones and responsibilities for converting times

CHANNEL ETIQUETTE

Telephone Calls:

- Summarise actions in the right channel
- Outline how to get colleague phone numbers
- Define when to use phone calls (e.g., urgency, complex decisions)

Instant Messaging :

- Use sparingly with consent
- Provide steps to obtain contact info
- Define when to use phone calls
- Define use cases (e.g., urgent queries, remote team contact)

Video Conferences:

- Elevate discussions if confusion arises
- Use video calls for detailed explanations

Email:

- Set email guidelines (e.g., frequency, content, purpose)
- Use primarily for client and external collaboration

Your Primary Communication Platform:

- Set response time expectations by role
- Use shared channels for group updates; DMs for personal matters
- Tag/mention colleagues thoughtfully
- Use threads and hyperlinks for clarity
- Promote transparency with status updates
- Use voice notes for detailed messages

Your Project Management Platform:

- Set daily check-in expectations for tasks and projects
- Leave clear comments and updates for tracking progress
- DMs for personal matters
- Tag and mention colleagues to enhance collaboration
- Update deadlines to align with task progress

COMMS MANIFESTO

POINTS OF CONTACT

- Identify key contacts for various departments and functions (e.g., finance, marketing, sales)
- Define how to access contact information for team members

TEAM WORKING HOURS

- Specify individual team member working hours and time zones
- Clarify expectations for availability and responsiveness outside of regular working hours

ADDITIONAL NOTES

- Replace bracketed examples with your company's specific details and preferred platforms
Customise the manifesto to reflect your company's culture, values, and communication preferences
- Encourage team input and discussion to create a collaborative and adaptable manifesto

TUBBLOG
THE HUB FOR MSPs