LIGHTWAY
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Course Name

Communication & Transparency Strategies

Course Overview

This course explores the art of working with communities, including developing a culture of trust and communicating the right information within the context of non-governmental agencies. The course includes a review of transparency strategies, stakeholder mapping strategies, and the art of communication.

Course Objectives

Across all industries, transparency has never been more important to a successful business model, regardless of company size. When it comes to employee engagement, this particular business practice has been proven to be essential, at a global scale.
In a recent poll of companies declared as best places to work, among the top employee engagement drivers were:

- I trust the leaders of this organization to set the right course.
- I believe this organization will be successful in the future.
- I trust the senior leadership team to lead the company to future success.

Course Duration

- 2 days

Course Outline

1. Make it clear that transparency applies to everyone. From the CEO down, transparency is a two-way communication street. When you implement it throughout the entire company, it becomes more about teamwork than about a focus on any one individual.

2. When you point out areas for improvement, include suggestions. People quickly tire of "this stink" conversations. Instead, challenge your team to think creatively about ways to change course. Everyone likes to feel challenged and included in the problem solving.

3. Make transparency about the company's goals a priority. Communicate that the more everyone knows, the better you can work as a team. Line up goals with your vision of the company, and let everyone see it. Your team may be deep in details, but because of transparency, you can help point to the bigger picture. This will give fresh life to a project that may have been lagging.

4. As the business owner, make yourself available. Your employees will feel safer being open and transparent with you.