

Cascading Communication Exercise

THE
ADVANTAGE

Purpose: To ensure that clarity is integrated throughout the organization, key messages should be personally and systematically shared to the next layer of management and so on.

Time Required: Five minutes

Instructions:

1. After the Commitment Clarification Exercise has been completed, the team then decides which of the commitments and agreements should be communicated to the rest of the organization.
2. Then team members go back to the teams they lead within a given time frame (twenty-four - forty-eight hours) and communicate those commitments and agreements.
 - Communicate in-person or via phone, not written communication.
 - Allow for conversation and questions to clarify message.
3. From there, decide how many layers of management should receive the message and determine the time frame.

Application: Cascading communication provides a great opportunity to establish clarity in an organization. When employees in different parts of an organization hear their leaders saying the same things after meetings, they start to believe that alignment and clarity is real and present in the organization.