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World Class Communication - Content Marketing Academy

1 World Class Communication Phillip G. Clampitt & Laurey Berk, MetaComm Paul Muhs, Appleton Papers Inc. Adapted from an article in PIMA magazine, November 1994

World Class Communication - iMetacomm

A world-class communication system starts with executives and managers who are skillful at cultivating an energizing culture, selecting and using the appropriate communication technologies, and properly managing information and knowledge, to name a few of the critical requirements. But, there are other essential elements to have in place: assessment tools, a communication strategy and a plan for implementation.

Chapter 11: Building a World-Class Communication System

In this chapter, we suggest that the key to building a world-class communication system lies in managers having an accurate picture of how well they and everyone else are actually communicating. In a nutshell, we advance a twofold argument: 1. All organisations need a focused communication strategy, designed to build a world class system for sustaining internal communications. 2. The first ...

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Chapter Summary. A world-class communication system starts with executives and managers who are skillful at cultivating an energizing culture, selecting and using the appropriate communication technologies, and properly managing information and knowledge, to name a few of the critical requirements.

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