AGENDA – COMMUNICATING FOR SPEED & EFFICIENCY

- Introduction
- Communication for Success – Why is it important
- SPIN Model as effective communication tool
  - Examples
- Action RAILs (Rolling Action Item List)
  - Examples
- Mastering Effective Meetings

INTRODUCTION

- **Background: Aero/Defense, Logistics, Manufacturing, Energy**
- **Current Role: Honeywell Background – 2018 to present**
  - Director Sourcing New Product Introduction
  - Sr Materials Manager
  - Customer Operations
- **University of New Mexico**
  - BBA Marketing
  - MBA Technology Commercialization

COMMUNICATING FOR SUCCESS

Types of communication: Email, Phone, text messages, Microsoft teams, Zoom, in person meetings, carrier pigeon, etc

Why is effective communication important for efficiency:
- Increases productivity and reduces wasteful activities such as rework, over processing, waiting, etc
- Eliminates frustration among stakeholders
- Builds trust and strong relationships
- Builds morale, engagement and satisfaction

COMMUNICATING FOR SUCCESS

The problem is, according to a <u>report</u> from Preply, a foreign language learning platform, approximately 90% of employees believe that workplace misunderstandings and miscommunication have a common starting point: email. - <u>Forbes</u>

- 67% of **<u>misunderstandings</u>** sprouting from voice messages,
- 71% from phone calls...
- 79% through direct messaging...
- 80% from text messages...
- 87% via email...

<u>**Misunderstandings = lost time & lost money**</u>

SPIN – A MODEL FOR SUCCESS

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Situation: What is the situation or background
Problem: Define the problem statement. What are is the problem you are trying to solve
Impact: How does this problem, if not resolved, impact the business, project or people
Need: What do you need from me?

Pro move: SPIN (S)

- **Suggestion: What do you suggest as a result of your analysis or findings**

SPIN EXAMPLES

Ineffective Communication

Hey Geoff. We are trying to get some traction on bearing selection on the program. We are getting the normal run around from Danny. He is asking for designs to be completed with part numbers and drawings to start talking to suppliers. We are losing time. We really need the approach we have taken in the past to start talking to suppliers on what they have that we can use now rather than waiting for us to design something. I really hope you guys hire more people as this program is overwhelmed and short staffed.

What is the problem statement?

SPIN EXAMPLE 1

Ineffective Communication

Hey Geoff. We are trying to get some traction on bearing selection on the program. We are getting the normal run around from Danny. He is asking for designs to be completed with part numbers and drawings to start talking to suppliers. We are losing time. We really need the approach we have taken in the past to start talking to suppliers on what they have that we can use now rather than waiting for us to design something. I really hope you guys hire more people as this program is overwhelmed and short staffed.
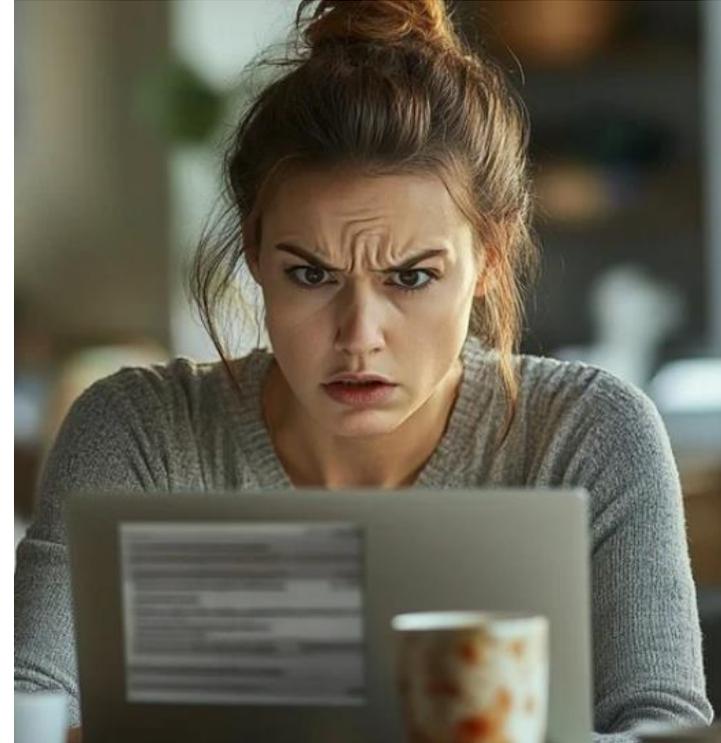
Effective Communication

Hi Geoff. We owe our customer research grade hardware in 8 months. We are struggling to find bearings suppliers with off the shelf parts we can leverage. We are willing to design around off the shelf bearings because we risk losing this customer if we miss our research hardware deliveries. I need you to work with Danny and streamline his efforts to existing approved suppliers. *I suggest starting with ABC bearing because we got good feedback from them on another program.*

SPIN EXAMPLE 2

Ineffective Communication

There is a bad leak in the water fountain in the warehouse. If this doesn't get fixed and we leave for Christmas break, we could easily come back to a flooded warehouse floor

What is the risk?

SPIN EXAMPLE 1

Ineffective Communication

There is a bad leak in the water fountain in the warehouse. If this doesn't get fixed and we leave for Christmas break we could easily come back to a flooded warehouse floor

Effective Communication

The water fountain in the warehouse is leaking and will probably get worse as time goes on. We are leaving for the Christmas break and could worsen and leak on the floor. No product is impacted but it does pose a slip hazard. Can you call a maintenance to schedule a fix?

In the interim I will turn the water off at the valve below the fountain and put an "out of order" sign on the fountain

RAIL – ACCOUNTABILITY TOOL

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Rolling Action Item List (RAIL):

- Excellent way to track stakeholder responsibilities during the project
- Should be used in meetings or email correspondence
- Includes topic, action, due date, action owner and notes
- Ensures everyone knows what needs to be done and can focus on their responsibilities.
- Improves teamwork, communication and reduces wasteful activities

Topic	Owner	Action	Due Date	Notes

ROLLING ACTION ITEM LIST (RAIL)

Ineffective Tracking Example:

- Add connector / cable change to ribbon cable with timing to cut-in on part design – October 2025
- Track disposition of design feedback along with timing of cut-ins
- Provide supplier feedback
- Review Spec changes with Mark

Effective Example

Topic	Owner	Action	Due Date	Notes
Cable Repair	John G	Add connector cable to drawing and repair	4/1/25	3/26: cable due on dock 3/30 3/20: Cable ordered w/ rush delivery
Design Feedback Cut ins	Susie B	Provide feedback on new designs and establish date for new cut ints	4/10/25	3/24: Meeting scheduled for 4/1
Supplier Feedback BOM	Thomas C	Provide supplier new BOM and advise on changes	4/2/25	3/26: BOM complete (early) 3/25: Eng working new BOM. ETC 3/30
BOM Review	Shelly Q	Schedule meeting to solicit feedback on BOM changes with supplier	4/5/25	3/26: supplier on holiday 4/2-4/5

EFFECTIVE MEETINGS TIPS & TRICKS

EFFECTIVE MEETINGS

What do the "stats" say:
- Most Common Meeting Length: 30 Minutes (45% of All Meetings)
- 50% of meetings start late
- 64% of Recurring Meetings Lack an Agenda
- 35% of meeting invites are sent with less than 24 hours' notice.
- 61% of C-suite executives believe that the lack of clear objectives is responsible for unproductive meetings.
- 51% of professionals attribute meeting unproductivity to irrelevant meetings.
- 78% of professionals identified scheduling overload as another factor contributing to unproductive meetings and early career professionals are the most affected by this problem.
- 38% of professionals blame upper management for meeting overload.
- 16% blame their direct manager for meeting overload.

The average employee spends 20% of their day in meetings

EFFECTIVE MEETINGS

<u>Tips and Tricks:</u>

- Require: Agenda or purpose statement for all meetings
    - <u>Example:</u> **Purpose – review current sales forecast and make recommendations to increase production capacity for Q3 & Q4**
- Attendees: Separate required vs optional
- Track "acceptance" of meeting – and reschedule as necessary
- Coordinate schedules for required attendees – <u>do not</u> schedule over existing meetings w/out permission
- Utilize SPIN & RAILS
- Start & end on time
- Seek feedback from silent observers
- <u>Pro Tip</u>: Screen share to view notes, RAILs, drawings, etc

Effective meetings improve communication, accelerate decision making and enhance collaboration

SO WHAT? WHY DRIVE EFFECTIVE COMMUNICATION

- Streamlines activities
- Reduces tension and frustration among stakeholders
- Builds trust and strong relationships
- Drives accountability
- Increases productivity and reduces wasteful activities such as rework, over processing, waiting, etc
- Increases time spent on "value add" activities
- **Improves employee work life balance**
- **Drives costs out of our businesses**

Effective communication improves our businesses bottom line!

FEEDBACK & QUESTIONS?