

4. Communication (internal & external)

Source: Meeting Minutes 25/05/2008		
Categories	DO's	DON'TS
Communication	<ul style="list-style-type: none"> • Do walk the talk & be consistent • Do have executive management involvement • Do have middle management buy in • Do be accessible and inclusive for everybody • Do communicate real internal role models and success stories • Do update and communicate the facts • Do be sincere and transparent • Do take advantage of past experiences, even crisis situations • Do communicate what you do to avoid problems, how you give warnings • Do use existing channels and design dedicated ones • Do create collaborative communication with government business partners, NGOs • Do ensure top down and bottom up communication • Do communicate on a regular basis (versus one time only) • Do make communication a priority • Do mention company policy and support for diversity in a prominent way • Do be sensitive to different types of populations or communities 	<ul style="list-style-type: none"> • Don't advertise in publications that exclude certain targets/audience • Don't assume people are aware of diversity • Don't underestimate your own biases • Don't assume policy/communication gets cascaded • Don't forget to challenge bias when seeing it from a line manager • Don't promulgate stereotypes • Don't forget to mention the business case • Don't communicate things you can't back up with actions • Don't only communicate when you have a problem • Don't under invest in communicating with employee groups • Don't be offensive • Don't be insensitive to different types of populations or communities • Don't send out mixed/conflicting messages • Don't do communication just as marketing or public relations • Don't limit your thinking • Don't stop reporting just because you have bad results • Don't be dishonest • Don't assume third party companies are communicating in a way you would want them to • Don't assume you know what is being said about your company