

Communications Forum

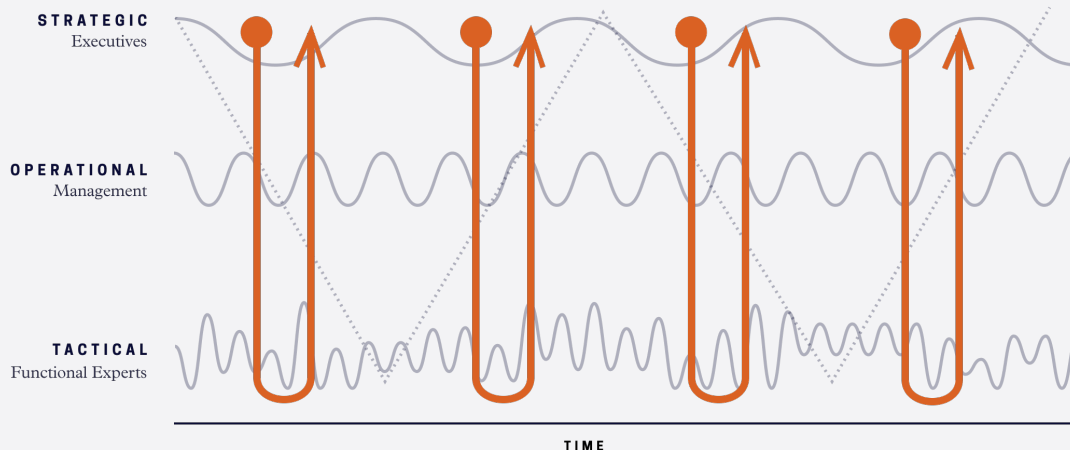
Speed up your Organization with a Communications Forum

Improved information-sharing builds the shared situational awareness necessary to achieve your strategic goals. By enabling the timely sharing of information and key performance metrics, you empower your teams to make faster, better decisions.

A difficult balance needs to be struck, between having enough meetings to connect your organization and not over-burdening schedules to the extent that people lack the time needed to actually do their jobs. The development of a large-scale Communications Forum has the benefit of connecting all your teams at once, ensuring that everyone is aligned and informed. The addition of a Communications Forum will streamline your meetings cadence by eliminating redundant, inefficient meetings; giving your people the time needed to execute.

WHY IT MATTERS?

According to our database – containing data collected from surveys deployed to hundreds of organizations – one of the greatest vulnerabilities organizations face is poor communication. Only 26% of over 100,000 respondents believe that teams communicate with them sufficiently. A Communications Forum brings large, cross-functional cohorts together – both in-person and remotely – in order to facilitate the sharing of information. With more information-sharing, and therefore broader situational awareness, people can collaborate and innovate beyond their traditional silos.



A Communications Forum allows for the immediate sharing of information across the strategic, operational, and tactical levels.

“Silos are coming down, more people and groups are willing to talk and deal with each other. It is a tangible, material difference.”

– Financial Institution Client

A Communications Forum is not just another meeting or conference call. It provides deep contextual understanding that helps break down silos and drive collaboration, enabling an organization to execute its strategy with greater speed and adaptability.

A Communications Forum will allow your organization to:

- Continuously align on your strategy and focus execution on high-priority initiatives.
- Share context on leadership decisions to enhance alignment in decision-making.
- Increase transparency between teams and foster trust.
- Circulate information from the external environment, such as market intelligence and competitors.
- Create a space to discuss risks and challenges, and solve problems.
- Identify opportunities to collaborate and innovate across teams.
- Feed information up to the leadership team, providing context for strategic planning.

Our Approach

To develop a Communications Forum that is tailored to your organization’s individual needs, McChrystal will dedicate time up front to understand your operations, processes, challenges and goals. Through cross-departmental workshops and individual leader interviews, we will collaboratively construct the agenda, schedule and technical logistics for the Forum.

Once the Forum has been launched, the McChrystal team will work alongside you to ensure its success. We observe forums, gather feedback, and make recommendations where necessary. At the end of the engagement, we will present a comprehensive review, containing all the information you need to maintain and develop the Forum into the future.

Forum Solutions

McChrystal partnered with a global, best-in-class and rapidly-expanding real estate investment bank, which lacked the communications systems needed to distribute information across its various teams and offices. The original systems had been designed when the company was much smaller, and while senior leadership had sufficient access to the organization’s information, low-level teams and officers did not.

By strengthening information flow through company-wide networks and enhancing key leadership behaviors, McChrystal was able to make the company more agile and adaptable by preventing the senior leadership team from becoming a bottleneck to performance.

McChrystal connected more than 300 deal professionals on a regular cadence with a focused and inclusive intelligence forum, enabling them to jointly identify, interpret, and respond to emerging market trends and opportunities. Thanks to the Forum, the deal professionals were able to provide faster, more effective services to their customers. In the aftermath of McChrystal’s work, the amount of company employees considered “strategic advisors” by their clients increased by tenfold.



McChrystal Group has provided us with a pathway toward our objective of creating a sustainable and empowered organization, they care a great deal about our success; it’s been and continues to be a terrific partnership.

Managing Director

For more information, please visit mccrystalgroup.com or email contact@mccrystalgroup.com