

# Project Design Document

Includes the following sections.

- Outline
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## Note

- Project Information and Goal/Blueprint grids adapted from IDOL courses.
- *Case Study template adapted from IDOL courses.*

# Communication Strategies for Remote Teams

## Overview

Purpose: To educate the reader about virtual communication strategies for remote teams.

Description: Linda Le Phan (2021) gathered information regarding communication and remote teams from industry experts. Le Phan recommends 12 communication strategies for remote teams.

## Outline

1. Define and document processes clearly
2. Use the right tool(s)
3. Be available and consistent as a leader
4. Prioritize empathy and connection
5. Establish communication norms
6. Carve out time to share and bond as a team
7. Over-communicate
8. Have a channel for non-work communication
9. Resist the urge to micromanage
10. Promote asynchronous communication
11. Get continuous employee feedback
12. Make space for 1-on-1 communication

Source: Phan, L. (2021). *12 proven communication strategies for remote teams*. Compt.  
<https://www.compt.io/hr-articles/communication-strategies-for-remote-teams>

## Goal Strategy Blueprint

### Lesson Strategy - Course Planning

Starting Point	Milestone 1	Milestone 2	Milestone 3	Goal
<b>Someone at this stage is:</b>	<b>Someone at this stage is:</b>	<b>Someone at this stage is:</b>	<b>Someone at this stage is:</b>	<b>Someone at this stage is:</b>
Learner is unfamiliar with effective virtual business communication strategies.	Learner has a general understanding of virtual communication strategies.	Learner is able to list all virtual communication strategies and gather existing company communication policies for review.	Learner is able to evaluate existing company communication policies for deficiencies based on recommended strategies.	Learner is able to revise company communication policies based on suggestions from employees and the 12 virtual communication strategies.
<b>To get to the next stage:</b>	<b>To get to the next stage:</b>	<b>To get to the next stage:</b>	<b>To get to the next stage:</b>	<b>Goal Assessment</b>

Learner will recall the 12 virtual communication strategies.	Learner will summarize how the the 12 virtual communication strategies relate to them.	Learner will evaluate company communication policies and compare and contrast the 12 virtual communication strategies to the existing policies.	Learner will propose changes to company communication policies given a policy analysis.	Learner will provide written documentation and evidence of recommended changes.
<b>Content Ideas</b>	<b>Content Ideas</b>	<b>Content Ideas</b>	<b>Content Ideas</b>	<b>Overall Goal</b>
List of the 12 virtual communication strategies	Infographic	<i>ibid</i>	<i>ibid</i>	Learner will compose and revise company communication policies based on collective team and feedback of the 12 virtual communication strategies.

## Learning Outcomes

### Terminal Course Outcome(s)

- Learner will compose and revise company communication policies based on collective team and feedback of the 12 virtual communication strategies within one week of reviewing the infographic.

### Learning Objectives

- Recall each virtual communication strategy.
- Given a list of communication policies, evaluate the existing policies for deficiencies in the process.
- Propose changes to company communication policies based on a policy analysis in alignment with the recommended virtual communication strategies.

- Compose and revise communication policies to align with recommended strategies and suggestions.

## Storyboard - Script

Topic (Section)	On-screen Text (Show)	Design Notes (Do)
Title	Communication Strategies for Remote Teams	Bold Title
1	Define and document processes clearly	Icon of Documentation/Documenting
2	Use the right tool(s)	Icon of Tools
3	Be available and consistent as a leader	Icon of People and a Leader
4	Prioritize empathy and connection	Icon of Empathy, Heart, and Connection
5	Establish communication norms	Icon of Communication Expectations
6	Carve out time to share and bond as a team	Icon of Team Bonding
7	Over-communicate	Icon of Communication Emphasis
8	Have a channel for non-work communication	Icon of Non-work Involvement
9	Resist the urge to micromanage	Icon of a Spyglass and a No Sign over it
10	Promote asynchronous communication	Icon of Non-synchronous Communication
11	Get continuous employee feedback	Icon of Feedback Representation
12	Make space for 1-on-1 communication	Icon of Close Communication

# Case Study

## Project Information

<b>Project Title</b>	Communication Strategies for Remote Teams
<b>Tools used in Development</b>	Microsoft Word, Canva
<b>Time in Development</b>	5 hours
<b>Client</b>	Tech Eddies (fictitious)
<b>Collaborators</b>	Nancy Scott - President; Alex Criswell - Instructional Designer/Graphic Designer

## Background – Context

Tech Eddies is a group who design training and teaching courses for various clients. All members of the company were in-person employees who voted to telecommute for the new fiscal year. An infographic was developed to help management leaders of the company learn tips about effective virtual communication.

## Challenge

In response to the noted employee dissatisfaction results, management of Tech Eddies deployed an anonymous survey to all employees to gather data about the communication practices. Management stated they seemed rather surprised that general employees were unhappy with the virtual business practices, especially since it was their choice to move remote and that several action plans were already put into place.

The results of the survey yielded these key items:

- Processes were loosely documented as most of it was verbal prior to being remote.
- Some employees felt rather siloed in their roles after the face-to-face environment had changed.
- Employees felt their leads/managers were micromanaging them in an increased capacity compared to their previous setting.

## Solution

These results yielded to management that some of their current business communication processes were not as effective as they presumed. Given that this discovery was in the middle of the fiscal year, no major funds could be allocated for a large-scale training session for leadership. A small budget was set aside for the team to create a key resource that the leadership team could use as a discussion point during their own meetings to propose and enact solutions for business operations.

Research was conducted for effective virtual business communication strategies. The information was summarized and a graphic job aid was created for leadership to utilize across the team.

## Results – Reflection

After the infographic was created and shared with the Tech Eddies leadership team, the team assembled and discussed the key points/research and outlined how these suggestions can be used to improve employee communication within the company. The management team held open forums with team members to gather their suggestions and developed action plans to further implement these communication suggestions. With the research and employee suggestions in mind, the management team updated all company communication policies and began to execute all developed action plans to improve the process.

Near the end of the fiscal year, employees were surveyed and the satisfaction regarding business communication had increased to 80%. Employees left the following comments:

- “I’m so glad our processes are now written down. It’s so much easier to refer to the reference documents created when I need to look up the steps of a task.”
- “I really enjoy the side channels about pets, food, and other hobbies! I never knew some of these facts when working with people in person.”
- “I enjoy the trust and balance I have with my manager now that we have more productive feedback sessions.”

# Time Log

Research

1 h

Objectives - Blueprint

0.5h

Storyboard - Script

0.5h

Case Study

1h

Media Design

2h