

**HCOM Objective Exercise**

Please provide all names of your breakout group…should the objective team have follow-up questions. Thank you!

Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Objective Name** | **Objective Description** |
| **Strengthen Communications** | Strong, effective communication with internal and external stakeholders contributes to the college’s success and overarching goal by doing the following:* **Internal stakeholders**
	+ Building morale, trust, strong working relationships and a shared sense of purpose
	+ Improving understanding and engagement while reducing misinformation and ambiguity
* **External stakeholders**
	+ Positively shaping perceptions by creating and maintaining organizational recognition, credibility and reputation
	+ Attracting and engaging partners and third-party endorsements
	+ Strengthening partnerships and alignment on mutually beneficial goals
	+ Communications at the college can be strengthened by routinely measuring and assessing horizontal (between organizational levels) and vertical communications (between employees, departments and teams) as well as external communications to identify missed opportunities, gaps and areas for improvement. The data can be used to develop and implement creative solutions, effective processes and best practices that maximize resources, reduce communication silos, ensure timely distribution of information, are adaptable and can weather changes in environment and support and align with the college’s strategic objectives and initiatives.
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**Step One: Understanding the Desired Outcome.** Review and discuss this objective’s description.

**Step Two: Defining the Challenge/Problem.** As a team, engage in honest discussion around “What is currently standing in the way” or “What’s the current problem and/or future problem” that is keeping us from advancing this objective?

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*“If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions.”*

* (Frequently attributed to) Albert Einstein

**Step Three: Suggesting the Change Needed.** Based on your team’s discussions, identify two or three new, ambitious, and potentially “game changing” initiatives that your breakout team *suggests for consideration* to best accomplish the objective. Please provide adequate detail of each proposed change initiative for the Objective Team to consider:

1. Proposed Change Initiative #1:

After completion, PLEASE email this entire template to AFaulkner@LBLStrategies.com

1. Proposed Change Initiative #2:
2. Proposed Change Initiative #3: