

How to fail at delivering a successful Internal Communications Platform



Make it all about you and your personal agenda

DON'T:

- Realise you're in a privileged position
- Make people feel valued, trusted and empowered
- Put the end-user (in particular deskless users) first
- Support your executive team
- Be kind and respect your agency



Don't know your company inside out

DON'T:

- Take time to learn all about the nuances of your business operations
- Be curious – understand all aspects of your business; know a little about everything your company does to ensure there's no holes in your knowledge
- Have a continual learning mindset
- Know key players in each user category
- Be culturally aware – appreciate the differences across countries, languages & sites
- Seek experts to educate you (inside and outside your business)



Don't do the homework set by the agency

DON'T

- Come down from your ivory tower
- Put ego aside
- Let the experts guide you
- Trust others who will know more than you in their field of work
- Use a single version of the truth for all information for delivering the project e.g. Google Docs Spreadsheet



Don't know your communications platform inside out

DON'T

- Be prepared to get to know the product / platform intimately
- Know it is your place to know the platform intimately
- Understand the nuances and potential of the platform
- Think outside the box and sweat the platform's assets



Make meetings long, without clear outcomes, direction or ownership

DON'T

- Be accountable and ask others to be clearly accountable and take ownership
- Be prepared for mistakes to be made by others, even though you may have felt your direction was clear
- Accept people will make mistakes and accept you'll have to work together to fix them



Launch and leave - don't nurture your new platform

DON'T

- Be obsessed with the new platform
- Expect the platform to wither without your daily input, effort and conviction
- Fall in love with the platform's potential
- Be a stalker – comment on and 'like' users' content as they start to use the platform (nurture everyone's dopamine hit!)
- Be focussed on continually increasing engagement, growth and seeing results grow



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