

Checklist - Ways to Communicate

1. Written Materials

- | | | |
|---|--|---|
| <input type="checkbox"/> Memos | <input type="checkbox"/> Books | <input type="checkbox"/> Postcards |
| <input type="checkbox"/> Newsletters | <input type="checkbox"/> Magazines | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> Surveys | <input type="checkbox"/> Advertisements |
| <input type="checkbox"/> Letterhead | <input type="checkbox"/> Instructions | <input type="checkbox"/> Catalogs |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Handbooks | <input type="checkbox"/> Slogans |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Financial Reports | <input type="checkbox"/> Contracts |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Annual Reports | <input type="checkbox"/> Booklets |
| <input type="checkbox"/> Graphs | <input type="checkbox"/> Paper Style | <input type="checkbox"/> Paper Color |

2. Meetings, Etc.

- | | | |
|---|--|---|
| <input type="checkbox"/> One on One | <input type="checkbox"/> Lunch Meetings | <input type="checkbox"/> Grievance Systems |
| <input type="checkbox"/> Group Discussions | <input type="checkbox"/> Dinner Meetings | <input type="checkbox"/> Open Door Policies |
| <input type="checkbox"/> Team Meetings | <input type="checkbox"/> Speeches | <input type="checkbox"/> Teleconferencing |
| <input type="checkbox"/> The Grapevine | <input type="checkbox"/> Seminars | <input type="checkbox"/> Video-Conferencing |
| <input type="checkbox"/> Breakfast Meetings | <input type="checkbox"/> Conferences | <input type="checkbox"/> Focus Groups |

3. Individual

- | | | |
|--------------------------------------|---|-------------------------------------|
| <input type="checkbox"/> Dress | <input type="checkbox"/> Body Language | <input type="checkbox"/> Intonation |
| <input type="checkbox"/> Eye Contact | <input type="checkbox"/> Facial Expressions | |

4. Telephone

- | | | |
|-------------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Voice Mail | <input type="checkbox"/> 800 Numbers | <input type="checkbox"/> 900 Numbers |
| <input type="checkbox"/> Pagers | <input type="checkbox"/> Telemarketing | |

5. Computers & Technology

- | | | |
|--|--|-----------------------------------|
| <input type="checkbox"/> E-Mail | <input type="checkbox"/> Screensaver | <input type="checkbox"/> Websites |
| <input type="checkbox"/> CD-ROM | <input type="checkbox"/> Multimedia | <input type="checkbox"/> Intranet |
| <input type="checkbox"/> Internet Message Boards | <input type="checkbox"/> Virtual Simulations | |

6. Facilities

- | | | |
|-----------------------------------|---------------------------------|--------------------------------------|
| <input type="checkbox"/> Design | <input type="checkbox"/> Layout | <input type="checkbox"/> Access |
| <input type="checkbox"/> Lighting | <input type="checkbox"/> Art | <input type="checkbox"/> Flexibility |

7. Miscellaneous

- | | | |
|------------------------------------|---|--|
| <input type="checkbox"/> Cassettes | <input type="checkbox"/> Fax-on-Demand | <input type="checkbox"/> Symbols |
| <input type="checkbox"/> Videos | <input type="checkbox"/> Suggestion Systems | <input type="checkbox"/> Trademarks |
| <input type="checkbox"/> Awards | <input type="checkbox"/> Bulletin Boards | <input type="checkbox"/> Service Marks |
| <input type="checkbox"/> Bonuses | <input type="checkbox"/> Bus Benches | <input type="checkbox"/> Giveaways |

- | | | | | | |
|--------------------------|------------------------|--------------------------|-------------|--------------------------|----------------------|
| <input type="checkbox"/> | Media Articles | <input type="checkbox"/> | Billboards | <input type="checkbox"/> | Community Activities |
| <input type="checkbox"/> | Public Relations | <input type="checkbox"/> | Sales Force | <input type="checkbox"/> | Closed Circuit TV |
| <input type="checkbox"/> | Satellite Transmission | <input type="checkbox"/> | Stories | | |