

Top 5 Tips

Communication



① Ask more open questions

Open questions help to create conversations and can build relationships and trust. For example, “Can you share how your team brings our corporate values to life?” Closed questions invite a binary yes/no response and STOP the conversation. They can create fear. “Are we legal?” “Are we compliant?” and “Are we safe?” are common examples.

② Collaborate proactively

To effectively ‘design in’ risk management, you need to know what’s going on in your business and influence at concept and planning stages. Collaborate with HR, Communications, Operations, Sales and Marketing, Engineering, FM, IT. Implementation stage is often too late.

③ Social listening

At a personal level, active listening and seeking to understand the other person is not only courteous but reveals feelings and meanings. Similarly, we should listen actively across the organisation for social cues on how current and emerging risks and interventions are perceived and acted upon. Risk is set in a cultural context.

④ Be creative

What innovations can you bring to risk communications throughout your business, whether on a construction site or an office? Use of videos to share experiences? Use of a QR code on a poster to report an accident? How can you pilot virtual reality (VR) or artificial intelligence (AI)? Are you curious and pioneering novel approaches?

⑤ On demand, engaged and involved

In a digital, post-lockdown world, expectations of consumer culture are on-demand, personalised, multi-media communications, feeling connected, able to interact and buying from brands where the ‘lived’ (rather than stated) values resonate. Agile and adaptable risk professionals can unlock added value through proactive and creative use of social media channels to engage and involve!



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