

Essential Need of Communication Network Restructuring in Corporates

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Introduction

Communication is an integral part of the companies work flow existing process. Senior management and middle management spend quite a lot of time in preparing, finalizing, approving communications documents like reports. This article analyzes the existing process followed in the corporates and recommends a model best suited for effective communication with minimal time of senior management and middle management through data to report architecture.

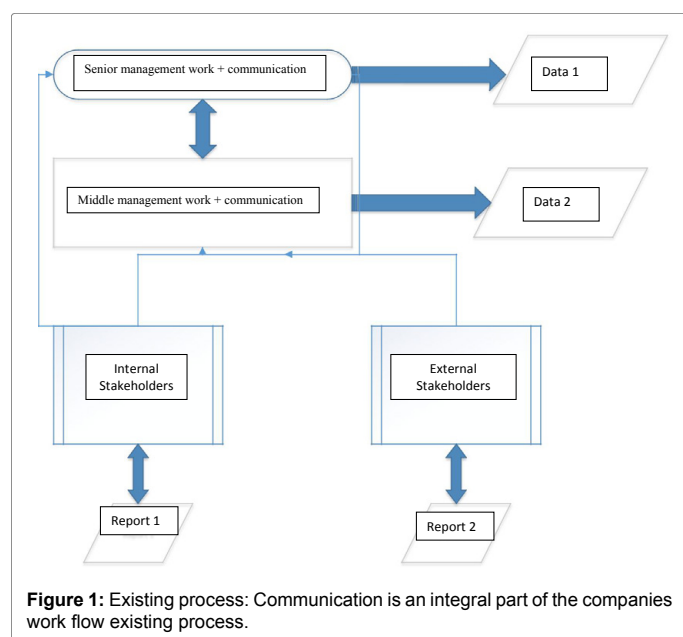
It is well true that communication is a part of work flow process; however the details required by the internal and external stakeholders can be taken directly from the registered approved data pool related to that particular subject, so that the separate time spent on the preparation of reports by the technically qualified senior management/middle management could be avoided.

Integral Work Flow and Communication Process

Existing communication architecture (Figure 1) of the corporate companies includes heads, secretaries, middle level managers, and working staff. Secretaries are fully occupied with the internal communications of the business units and preparation of communication documents for the business communications related to work flow process/deliverables. As such secretaries have faced challenges in interpreting technical data into reports independently. Effectiveness of current queries answered for the internal stakeholders and external stakeholders are part time and not can be as full utilization of staff.

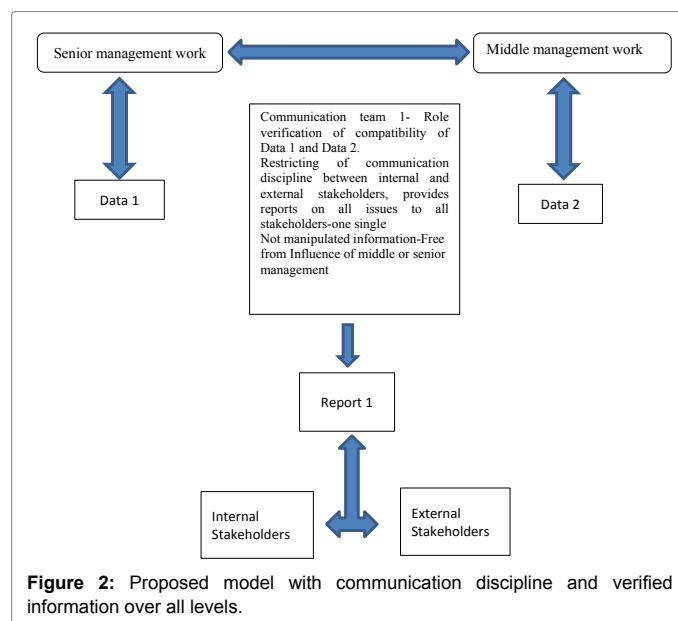
Dedicated Communication Network for Managing Data and Generating Autonomous Actual Reports

Research model on the activities follow up as a part of work flow process indicates a model as below (Figure 2) confirms dedicated



communication organization structure with only job of communication technical staff-autonomous, who communicates the acceptance/not acceptance written professional responses to the internal/external stakeholders. The team also ensures key performance indices to be created for the truthfulness information, confirms all questions are responded, with no back logs from last 10 years. Verification of responses department is meant to be a part of communication team-to verifies the above result. Communication team exhibits support from senior management for the companies' communication network and states company performance including truthful opinion of performance report from communication management team.

Recommended model communication team confirms report is expected to be consented by the highest level of line of command authority in the company, who acts based on the data availability verified by the communication staff. All work related process deliverables, outputs are converted into approved data; these approved published data are used to generate reports which are not influenced. Healthy and transparent communication which indicates companies' performance is very much valid to a continuous external audit. Any continual



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improvement in the report shall enter into a change management process to align the work process deliverables to achieve desired data so that reports can reflect the actual improvements. Meetings and presentation time are minimized and most productive time of senior management and middle management could be achieved.

Conclusive Recommendations

As of now not more companies employ separate communication team due to the fact of manpower cost, it is to be well noted that the man hour charges of the senior management and middle management is much higher than that of the technical staff required to run the communication team. Amount of time saved by the management can make revolution in the work flow process and there by the growth of the company to one of the best companies in the world by ensuring transparency.

This type of structure will be used for external audits with the

actual true data of the work flow process deliverable achieved with consolidated list of pending as on date list.

Interim Implementation Suggestion

As a test of performance, existing reporting section in the companies' staff can be used for this communication team. Currently they may not have the power to generate autonomous reports without the approval of the middle/senior management, however in the long run existence of the company and to improve the company with actual continuous improvement, the autonomous reports with one higher level command consent is recommended.

Challenges

Please note that Data 1 and Data 2 might have discrepancies and Reports 1 and 2 has discrepancies. Stakeholders have the current option to get in contact with both the level and there is no restrictions, no control of information.