

# ***INTERN COMMUNICATION PLAN***

## ***BRICOFLOR***



***PROFESSIONAL  
PRODUCT***

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***INTERNATIONAL BUSINESS AND  
LANGUAGES***



# FORWARD

**THIS COMMUNICATION PLAN IS THE PROFESSIONAL PRODUCT CREATED FOR BRICOFLORE. AFTER SUCCESSFULLY FINALISING THE RESEARCH JUSTIFICATION, ONE OF THE CONCLUSIONS WAS THAT BRICOFLORE NEEDS A WELL-DEFINED COMMUNICATION STRATEGY IN ORDER TO IMPROVE THE COMPANY.**

**THIS COMMUNICATION PLAN IS BUILT ON 11 DIFFERENT ELEMENTS, WHICH WILL ALL GIVE BRICOFLORE THE HELP IT NEEDS TO IMPLEMENT THE STEPS.**

**THE COLOURS USED IN THIS PROFESSIONAL PRODUCT ARE ALL BASED ON THE COLOUR PALETTE OF BRICOFLORE.**

**THE STYLE IS USED IN ORDER TO CREATE A PLEASANT DOCUMENT FOR THE COMPANY. THIS WILL GIVE EVERYONE WHO READS THE PLAN A HAPPY AND POSITIVE FEELING ABOUT IMPROVING THE COMMUNICATION.**



# SAFE-CRITERIA

THIS IS AN ADVICE VISUALISED WITH A COMMUNICATION PLAN, INCLUDING RECOMMENDATIONS ON HOW TO IMPROVE THE COMMUNICATION OF BRICOFLOR.

THIS PRODUCT IS "SAFE", BECAUSE;

**SUITABILITY**: THIS PRODUCT IS SUITABLE, SINCE IT IS FORMED UPON THE RECOMMENDATION INCLUDED IN THE RESEARCH JUSTIFICATION, TO IMPROVE THE COMMUNICATION. THIS CAN BE SEEN AS AN OPPORTUNITY, SINCE BRICOFLOR IS SENSING THE THREAT THAT THERE ARE A LOT OF MIS-COMMUNICATIONS AND THEREFORE FEELING A LACK OF COMMUNICATION.

**ACCEPTABILITY**: THE PRODUCT IS ACCEPTABLE AS THE INTERVIEWS IN THE STUDY SHOWED THAT AN IMPROVEMENT IN COMMUNICATION WAS NEEDED. FURTHERMORE, A QUESTIONNAIRE WAS FILLED IN BY THE EMPLOYEES OF BRICOFLOR. THE RESULTS OF THIS SURVEY ARE EXPLAINED IN THE CHAPTER 'HOW TO MEASURE'. THERE IS ALSO A SEPARATE DOCUMENT THAT CONTAINS THE FULL RESULTS OF THE SURVEY. FURTHER FEEDBACK ON THE PROFESSIONAL PRODUCT FROM THE COMPANY IS INCLUDED IN THE FINAL SHOWCASE.

**FEASIBILITY**: LASTLY, THE PRODUCT IS FEASIBLE. THE IMPLEMENTATION OF THE PLAN IS NOT HARD IN RELATION TO CAPABILITIES AND NEW SKILLS. THE IMPLEMENTATION IS MOSTLY IN CONNECTION WITH "MANPOWER" AND "TIME MANAGEMENT" WHICH ARE ALSO INCLUDED IN THE RECOMMENDATIONS OF THE RESEARCH JUSTIFICATION. THEREFORE, ALSO THE SOLUTION IS EASY TO IMPLEMENT SINCE THE STEPS THAT ARE NEEDED ARE WELL EXPLAINED AND DO NOT REQUIRE A LOT OF EXTRA TOOLS. ALSO FOR THE BUDGET, THE RECOMMENDATION IS VOLUNTARY, THE COMPANY CAN DECIDE WHAT STEPS OF THE COMMUNICATION PLAN ARE NEEDED AND WHICH ARE NOT IN RELATION TO THE BUDGET, SO THAT THE PLAN CAN BE ADAPTED TO THE OPINION OF BRICOFLOR.



# STRUCTURE OF COMMUNICATION PLAN

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# COMPANY INTRODUCTION

”

WE ARE EUROPE'S LARGEST ONLINE RETAILER FOR FLOORS, WALLS AND CEILINGS. SINCE 2006, WE HAVE BEEN PROUD TO ALWAYS OFFER THE BEST PRICES AND FIRST-CLASS SERVICE.

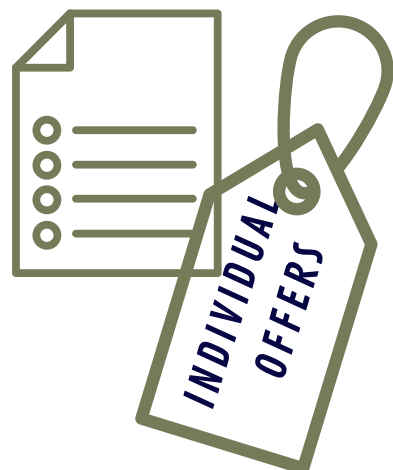


”

AT BRICOFLOR YOU GET THE BEST PRODUCTS AT THE BEST PRICE!



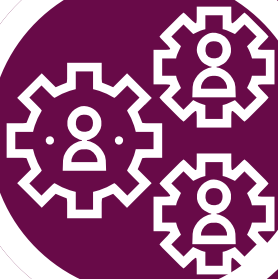
THE FLOORING EXPERT WITH MORE THAN 40 YEARS OF EXPERIENCE, 37,000+ PRODUCTS



# *CURRENT COMMUNICATION STRATEGY*



*EVERY MONTH A NEWSLETTER  
WITH EVENTS THAT WILL HAPPEN  
THE UPCOMING MONTH*



*FRENCH OFFICE USES  
"MEISTERTASK" SYSTEM  
NOT IN USE FOR OTHER OFFICES*

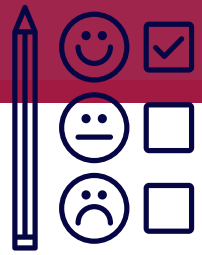


*MEETINGS WITH MANAGERS  
ONCE IN A WHILE,  
ONLY IN CASE OF IMPORTANT NEWS*



*KEEPING TRACK ON ORDERS  
VIA EXCEL,  
NOT EVERY OFFIC*

# HOW TO MEASURE



## WHAT

**SURVEY FOR ALL EMPLOYEES**

**SURVEY MONKEY**

**(IS PAID)  
BUT RESULTS CAN BE  
MEASURED RIGHT AWAY**

## WHY

**TO EVALUATE HOW THE PERFORMANCE IS GOING**

## HOW

**ONCE BEFORE IMPLEMENTING THE PLAN**

**(DONE)**

**REPEAT AFTER 6 MONTHS**

**MEETINGS WITH EMPLOYEES TO HEAR WHERE THERE IS  
PLACE FOR IMPROVEMENT**

**(AFTER IMPLEMENTING  
PLAN)**

## RESULTS

**RESULTS FROM FIRST SURVEY**

**(PROOF THAT COMMUNICATION  
MUST BE IMPROVED)**

**FULL RESULT OF SURVEY IN SEPARATE DOCUMENT**



# HOW TO MEASURE

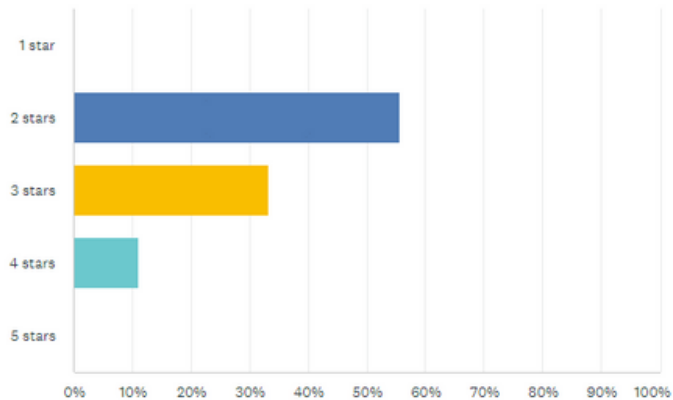
## RESULT

**LEVEL OF COMMUNICATION : 2 STARS**

**BIGGEST ISSUE CURRENTLY : MISUNDERSTANDINGS,  
ALL OF THE ABOVE**

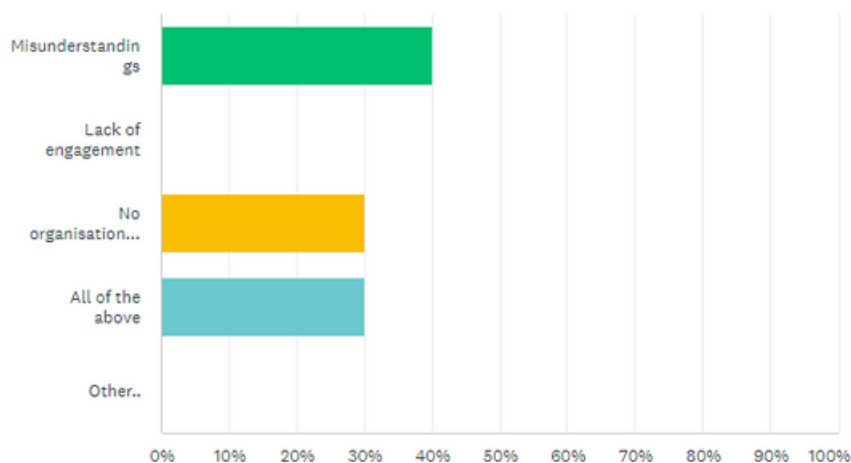
What is the current level of communication in the company, in your opinion?

Beantwortet: 9 Übersprungen: 1



What is currently the biggest issue for you in terms of communication?

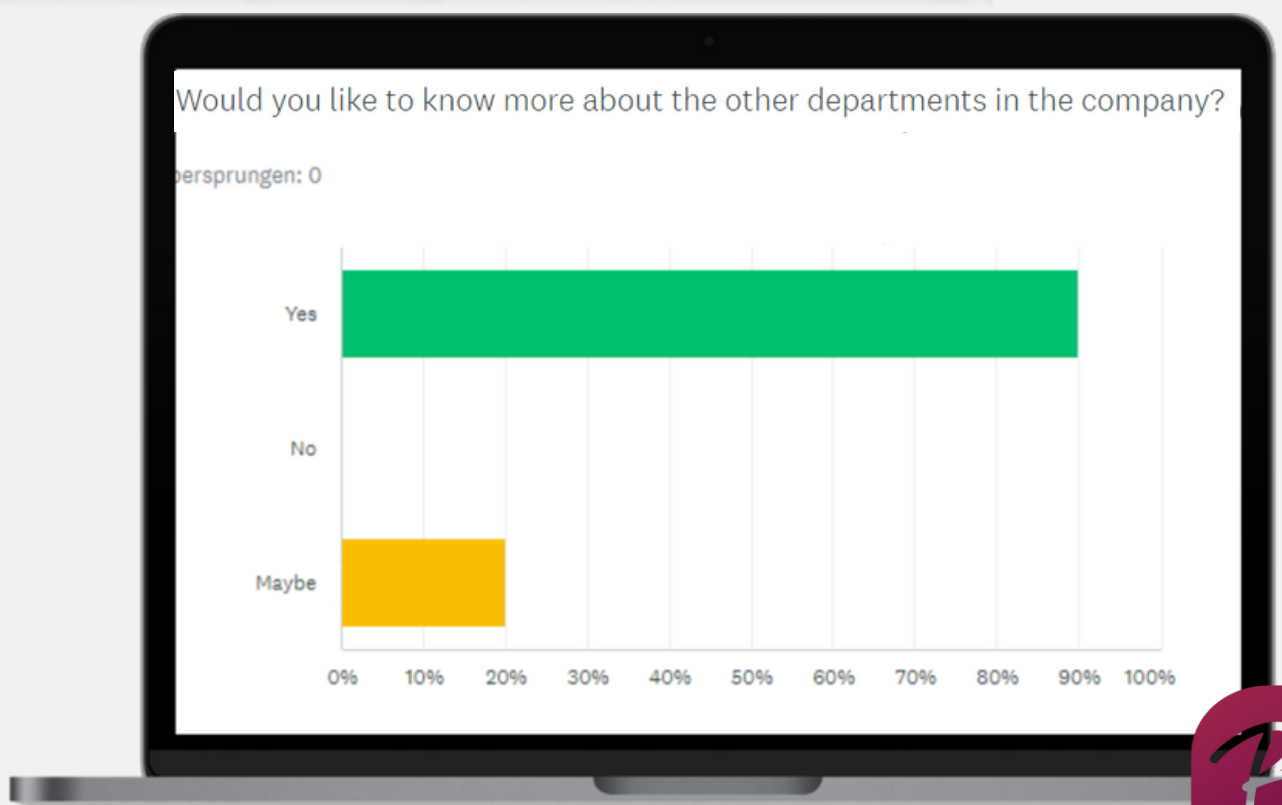
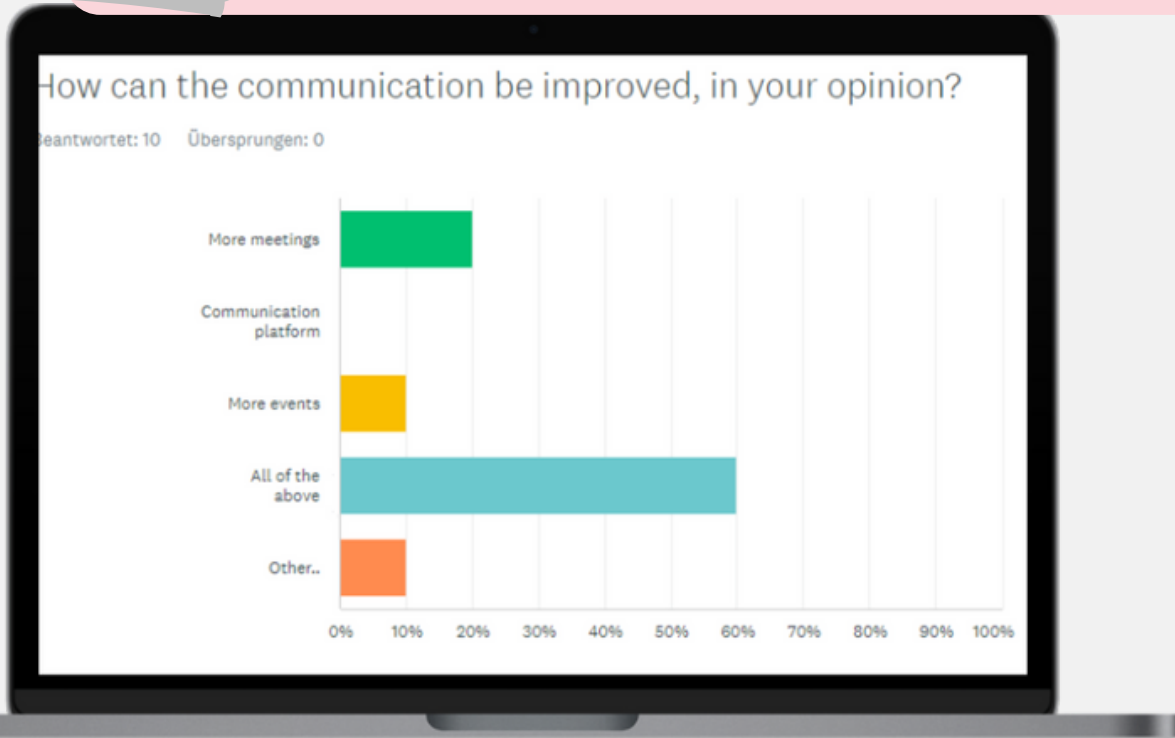
Beantwortet: 10 Übersprungen: 0



# HOW TO MEASURE

## RESULT

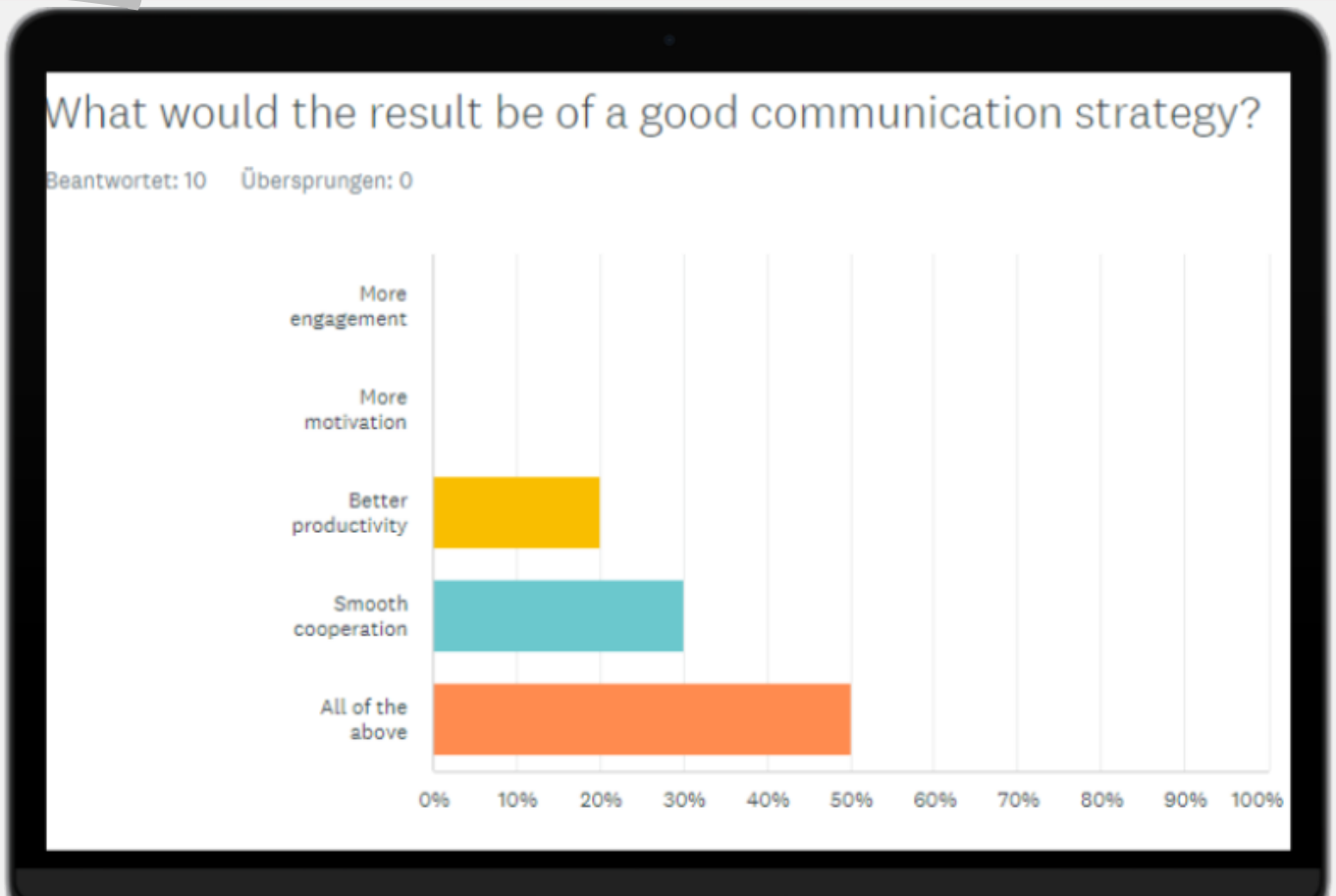
**HOW CAN IT IMPROVE: ALL OF THE ABOVE  
EMPLOYEES WANT TO KNOW MORE  
ABOUT OTHER DEPARTMENTS**



# HOW TO MEASURE

## RESULT

**WHAT IS RESULT OF GOOD COMMUNICATION :  
ALL OF THE ABOVE**



**NOW ONLY 10 ANSWERS WERE AVAILABLE**

**TO SEE FULL RESULT OF 30 ANSWERS,  
COMPANY HAS TO PAY**

**FURTHER EXPLAINED IN  
LAST CHAPTER: BUDGET**



# PROBLEM DEFINED

"BAD  
COMMUNICATION  
MEANS  
BAD WORK"

"LACK OF  
COMMUNICATION  
IN THE COMPANY"



**NOT ALL OFFICES USE THE  
SAME COMMUNICATION STRATEGY**



**A LOT OF MISUNDERSTANDINGS**



**NO MEETINGS WITH ALL EMPLOYEES**



**NEWSLETTER ONLY ONCE PER MONTH.  
SOMETIMES NOT COMPLETE,  
PEOPLE DO NOT PAY ATTENTION TO IT**



**NOT WELL AWARE OF PERFORMANCE  
OF OTHER OFFICES**



# WHERE TO GO

LEARN FROM EACH OTHER  
"WE NEED TO TALK"  
"ANONYMOUS, SURVEY"

# CHANGE



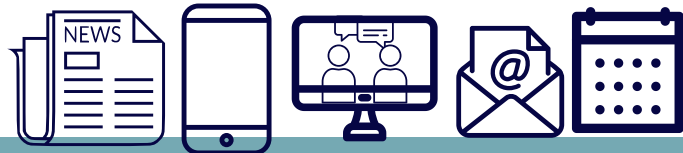
MEETINGS WITH ALL EMPLOYEES

REGULARLY SHORT MEETINGS EVERY WEEK  
LONGER MEETINGS WITH ALL MANAGERS

## BENEFITS:

LEARN FROM EACH OTHER  
MORE AWARE OF OTHER DEPARTMENTS  
BETTER COMMUNICATION

# CHANGE



NEWSLETTER MOVED TO COMMUNICATION PLATFORM

## BENEFITS:

EVERYONE IS AWARE OF NEW UPDATES,  
MISUNDERSTANDING ARE AVOIDED  
REMINDER OF UPCOMING IMPORTANT NEWS



# WHERE TO GO

LEARN FROM EACH OTHER

"COMMUNICATION SHOULD BE THE MAIN THING"  
"EMILIE ROL, FRENCH MANAGER"

# CHANGE

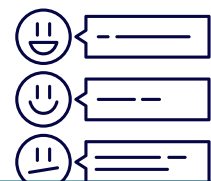


SMALL IN THE OFFICE  
BIGGER OUTSIDE THE OFFICE

## BENEFITS:

MORE MOTIVATION FOR EMPLOYEES  
ENGAGEMENT WITH ALL OFFICES  
MORE PRODUCTIVITY BECAUSE OF REWARD

# CHANGE



KPIS ARE AVAILABLE FOR EVERYONE  
ONLINE CAMPAIGNS, ORGANIC SEARCH,  
SATISFCATION OF EMPLOYEES, SITE TRAFFIC

## BENEFITS:

EMPLOYEES ARE AWARE OF GOALS  
BETTER PRODUCTIVITY  
CONNECTS EVERYONE



# WHO IS INVOLVED

**WHO:**

**ALL DEPARTMENTS**  
**THIS ALSO INCLUDES FULL-, PART-TIME**  
**EMPLOYEES AND INTERNS**



**WHY:**

**EVERYONE NEEDS TO BE UP TO DATE**  
**ABOUT CHANGES IN THE COMPANY**

**HOW:**

**DURING MEETINGS**  
**COMMUNICATION PLATFORM**  
**COMPANY EVENTS ( TO MAKE CONNECTION)**



**SWEDISH AND POLAND**  
**DEPARTMENT**

**GERMAN DEPARTMENT**

**SPANISH DEPARTMENT**

**DUTCH DEPARTMENT**

**MR SCHARPENACK**  
**JUNIOR AND SENIOR**

**FRENCH DEPARTMENT**

**UK DEPARTMENT**

**ITALIAN DEPARTMENT**

**B**



# KEY MESSAGES

## WHAT

NO DRY DOCUMENT

NO ADVERTISING SLOGAN

**THE CORE FACTOR FOR COMMUNICATION**

**INSPIRING, SIMPLE, CLEAR  
SURPRISING**

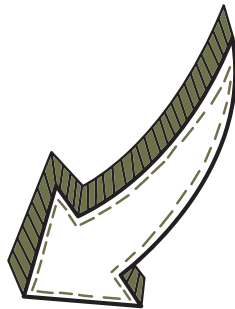
## HOW

IN NEWSLETTER

**OR COMMUNICATION PLATFORM**

## WHY

1. TAKES THE EMPLOYEES' PERSPECTIVE AS ITS STARTING POINT
2. CLEAR WHAT THE REASON FOR COMMUNICATING IS
3. THE MESSAGE USES WORDS THAT EMPLOYEES RECOGNISE AND THAT TOUCH THEM



## EXAMPLES

"THIS IS US"  
"THIS IS WHERE WE ARE  
GOING"

"I WOULD TELL YOU A JOKE  
ABOUT THE CIDR BLOCK,  
BUT YOU ARE  
TOO CLASSY FOR IT"

"SUCCESS IS NOT FINAL,  
FAILURE IS NOT FATAL:  
IT IS THE COURAGE  
TO CONTINUE  
THAT COUNTS"

"THIS IS OUR CHANGE PROCESS"  
"THIS IS HOW WE ARE GOING  
TO MAKE IT HAPPEN"



# MORE CONTACT

**MOST  
IMPORTANT  
CHANGE**



**MORE MEETINGS**

**PEP TALK MONDAY !**

**EVERY MONDAY 10 MINUTES UPDATE  
FOR WHOLE TEAM**

**DISCUSS PLANNING FOR THE WEEK**

**IF SOMEONE WANTS TO SHARE  
SOMETHING**



**SOLUTION**



**INVOLVED: WHOLE TEAM**

**LOCATION: IN THE HALLWAY**

**DURATION: 10 MINUTES**

**SUBJECT: PLANNING  
FOR THE WEEK**

**OUTCOME: EVERYONE IS AWARE  
OF CHANGES  
FOR THE WEEK**

**RESULT: MORE MOTIVATION  
MORE ENERGY**



# MORE CONTACT

**MAKE TIME FOR MEETINGS WITH MANAGERS FROM DEPARTMENTS**

OTHER  
CHANGE

**MORE REGULARLY EVERY WEEK, ONCE EVERY TWO WEEKS**

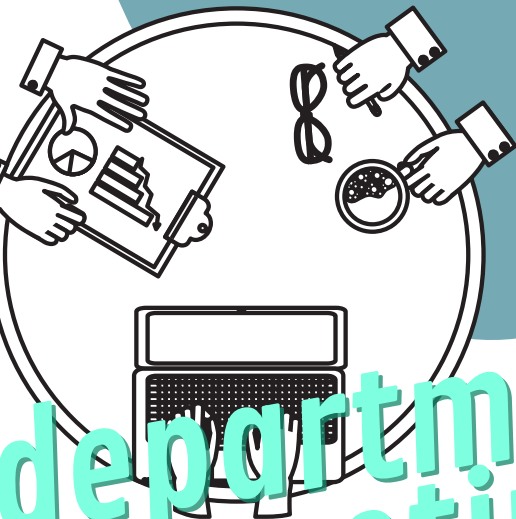
**SHARE MOST IMPORTANT INFORMATION FROM DEPARTMENT FOR THAT WEEK**

**TALK ABOUT EXPERIENCES**

**MAKE SURE THAT EVERYONE WILL SHARE THEIR OPINION**

SOLUTION

**MAKE ALL DEPARTMENTS MORE CONNECTED**



departments  
meeting

**INVOLVED: RESPONSIBLE PERSON FOR DEPARTMENT**

**LOCATION: BASEMENT, TABLE IN HALLWAY**

**DURATION: VARIABLE  
30 MINUTES - 1 HOUR**

**SUBJECT: SHARE INFORMATION ABOUT DEPARTMENT**

**OUTCOME: EVERYONE CONNECTED WITH ALL DEPARTMENTS**

**RESULT: NO MISUNDERSTANDINGS  
CAN LEARN FROM EACH OTHER**



# COMMUNICATION PLATFORM

## WHY:

**EVERYTHING ON ONE PLACE**

**INFORMATION IN NEWSLETTER IS  
OFTEN NOT COMPLETE OR FORGOTTEN**

**NO MISCOMMUNICATIONS**

**BETTER INSIDE IN WHAT EVERYONE IS  
DOING**

**MAKES THE WHOLE COMPANY  
CONNECTED**



## WHAT:

**PLATFORM WHERE EVERYONE HAS  
ACCESS TO  
ONLINE COMMUNICATION**



## HOW:



**REMINDER OF NEW UPDATES  
NEW GOALS CAN BE SHARED  
UPCOMING EVENTS**

## ADVANTAGES:

- **HAPPY AND COMMITTED EMPLOYEES**
- **HIGHER PRODUCTIVITY**
- **OVERVIEW AND CALM WITH  
STREAMLINED COMMUNICATION**
- **HAPPY CUSTOMERS**



**LONG TERM  
ADVANTAGE  
GOOD QUALITY  
STAFF**

# COMMUNICATION PLATFORM

IN PRACTICE



UPCOMING EVENTS AND IMPORTANT  
INFORMATION

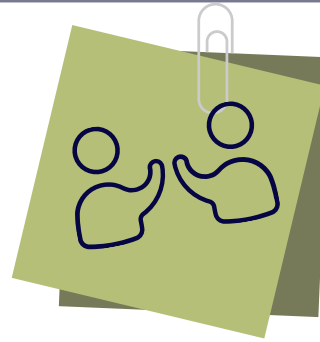
REMINDER SO NOBODY CAN FORGET



EVENT



NEW EMPLOYEE



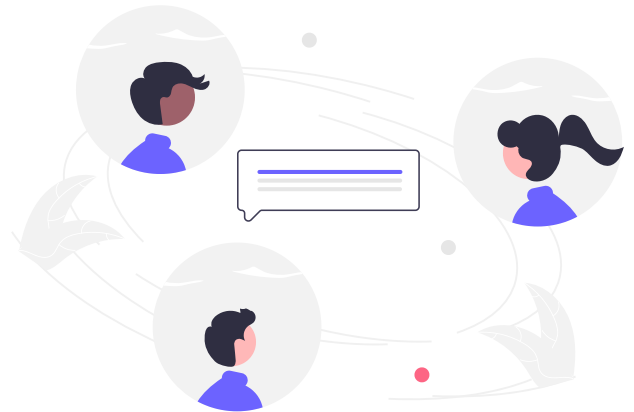
LEAVING



BIRTHDAY

EVERY DEPARTMENT POSTS MOST  
INTERESTING UPDATE OF THE WEEK

EVERYONE IS DIRECTLY UP TO DATE

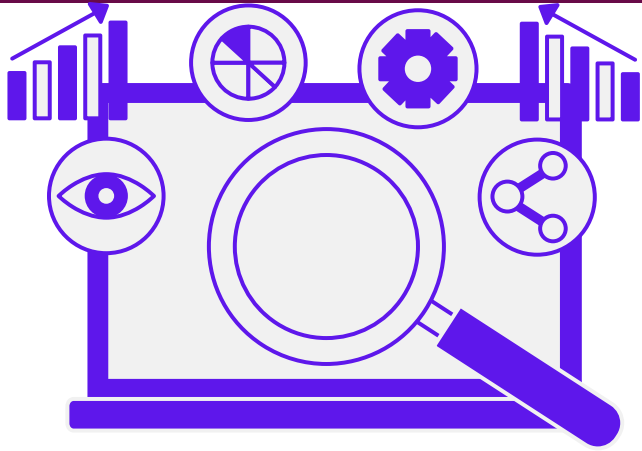


DIRECT COMMUNICATION WITH  
EVERYONE IN OR OUT OF THE OFFICE



# COMMUNICATION PLATFORM

## IN PRACTICE

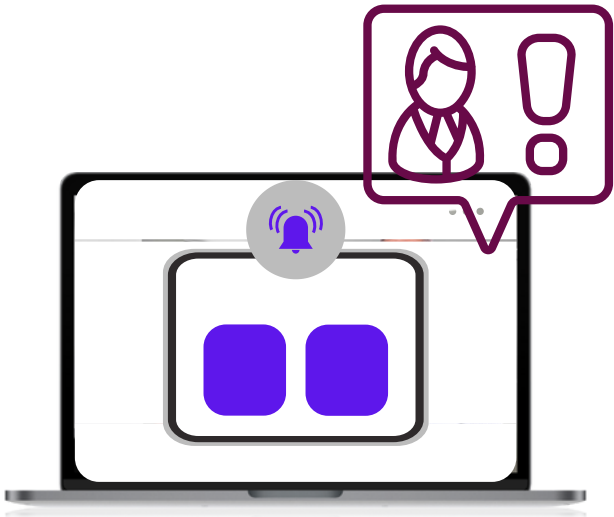


GOALS OF THE COMPANY ARE VISIBLE  
SO EVERYONE CAN TRY TO REACH  
THEM

COMPLETE NEWSLETTER  
WITH MORE FEATURES



VOTING FOR EVENTS  
REVIEWS



IMPORTANT ANNOUNCEMENTS ARE  
DIRECTLY SENT TO EVERYONE NO  
MATTER WHERE YOU ARE

EVERY DEPARTMENT USES THE SAME  
COMMUNICATION CHANNEL



# COMMUNICATION CALENDER

WHAT 

CONCRETE PLANNING



WHY 

KEEPING A CLOSE EYE ON THE  
BIG PICTURE

CAN PREVENT COLLEAGUES FROM BECOMING OVERLOADED WITH  
INFORMATION

HAPPINESS AT WORK



HOW 

FOCUS ON INFORMATION SECURITY

SPECIAL DAYS FOR PROFESSIONS

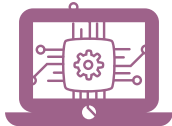
CATCH UP DAYS



EXAMPLES 

GET-TOGETHER WITH TEAM

RELAUNCH



MEETING WITH MANUFACTURER

MEETING WITH MANAGERS



# COMMUNICATION CALENDER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26 	27	28	29	30	1	2
3	4	5	6	7	8 	9
10	11	12 	13	14	15	16
17 	18	19	20	21	22	23
24	25	26	27 	28	29	30



# BUDGET

SEE THE COMMUNICATION PLAN IN  
NUMBERS

1

COMPANY EVENTS



2

COMMUNICATION PLATFORM



3

SURVEY APPLICATION



Activity	amount +/-	cost per person	cost per month	cost per year
event				
<u>In the office</u>	35	€10	€175	€1750 ( 6 months)
<u>Outside the office</u>	35	€25	€875	€2625 ( 3 months)
Communication platform				
<u>Accounts</u>	35	€ 2,95	€ 103,25	€1,239.00
Surveymonkey				
<u>Account</u>	1		€ 39,95	€79,90 (used 2 times a year)
Total			€1,193.00	€5,694.00



STEPS TO TAKE INTO ACCOUNT FOR THE BUDGET



STEP 1 THE PROBLEM MUST BE RECOGNISED

STEP 2 THE IMPORTANCE OF THE LACK OF COMMUNICATION IS EMPHASISED

STEP 3 BUDGET MUST BE MADE AVAILABLE

STEP 4 COMMUNICATION AND PERFORMANCE OF BRICOFLOR WILL IMPROVE

