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Organizational Leadership - LS 660
Assignment #2 – Policy Proposal
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Proposal For an Online Communication System Program

Summary of proposal:

The purpose of this proposal is to improve the communication between the organization's employees which allow them to better express their opinion and ideas. Providing better communication channels will enhance the organization's output and lead to a successful future.

The advantages of such a program would be :

- 1- Save time and provide place where all employees can express themselves without be tied to a certain time.
- 2- Hear all perspectives and enhance the employee loyalty to the company.
- 3- Engaging the Employees with the organization to provide a dynamic environment.
- 4- establish better communication between the employee for better function.
- 5- Help all the employee to be more comfortable expressing their opinions which help achieving the desirable outcomes.
- 6- create an efficient environment by creating effective competition between the employees.

Proposal:

I propose that our company establish an online communication system for the employees to provide and create a better work environment and efficient cooperative teams that leads to powerful successful organization.

Overview:

We live in the internet era, where most of people spend so much time online browsing the internet, checking their email, or on the social media. 2012 study of 2000 Americans by Performics showed that life is more online and on demand than ever and people are more comfortable increasingly to replace real-time communications with social media interactions. The study found that about 49 percent of people would rather text than call a person, 48 percent use the phone less because they communicate via social networks, and 40 percent feel more comfortable interacting with people online rather than in person.

Every company needs a great connection and communication between its employees. This good connection will form successful teams and groups, and create a friendly, effective work environment when everyone has a chance to say their opinions and share their thoughts. Having an online system will allow the leaders to hear all the employees without spending much time on meetings and appointments. Everyone in the company will be able

to share his thoughts directly to his manager and co-workers any time he wants to get the feedback he is looking for.

The program benefits and implications :

Save time and provide place:

The online site will give all of the organization's employees to participate and share their thoughts, ideas, and comments without the need of bringing them all together at a certain time or spending long time in meetings. Also the online site will provide the place that can never exist in any conference room where there is a room for all employees in one place.

Hear all perspectives:

Because the site will provide the massive conference room where everyone can have a place and voice in it. all the voices will be heard and that will ensure a sustainable focus on recognizing all team members for their contributions and the value they bring to the work of the organization. Also help the organization to solve its problems and challenges by gathering many suggestions and solutions from all employees and workers in all different positions. In addition, this will enhance the employees loyalty to the company.

Engaging the employees: Giving the employees the chance to share their thoughts and ideas from home using their personal devices will engage their minds and hearts in the enterprise, and its success which will lead to a dynamic organization.

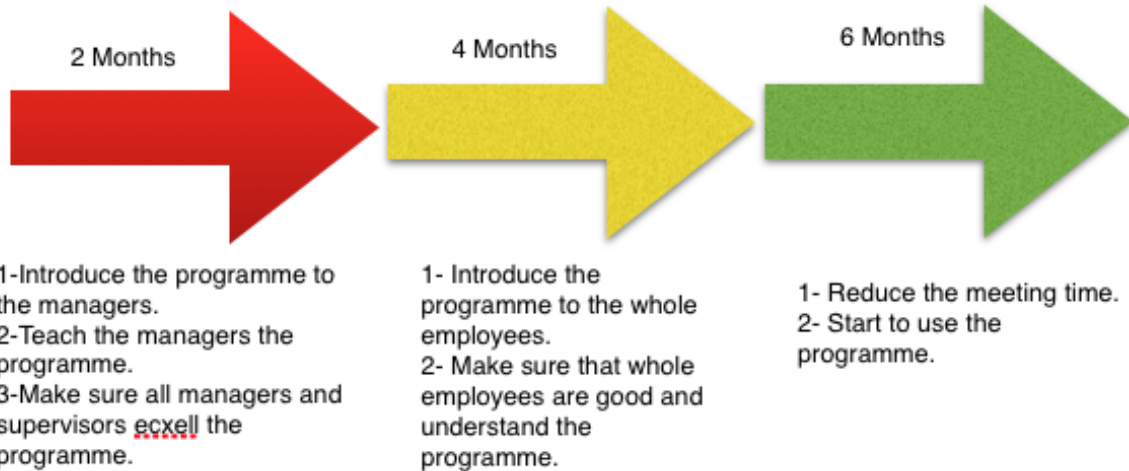
Better communication: Having an online discussions and meetings will give people more time to think and respond with the chance to revise their ideas before saying it out loud. Also will help the manager to understand and study individual suggestions and opinions more carefully, and facilitate data-driven decisions.

More comfortable: In this new social norm where people prefer online communication, most of the employees will be more comfortable expressing their opinions on the site, and this will help the organization to get a huge digital interaction and group thinking to help overcome the organization's problems in achieving the desirable outcomes.

Effective competition: Instead of seeing business as a matter of figuring out how to defeat one's known rivals and protect oneself against competition, The online system will create a cooperative environment where everyone gets to share their opinions and ideas equally without being afraid that they will be stolen or get blocked. As a result team members understand that everyone is responsible for playing an active role in the organization.

Proposed timeline:

Timeframe to Implement the Online Communication System



Summary of the presentation strategy :

Presenting this program should not be easy because it will include convincing the whole company. First we should get the CEO and the Board of Directors approval and approbation.

I think they will be interested in this proposal if they think this is going to save their time not making them so involved with all meetings, but also it should mention that this will not affect the Organizational Structure only help to provide better communication to the organization.

The best way to present this is by bringing a rough draft of the online site or the program -at least the site interface- also pictures and visual designs to the site will best present the idea. In addition supporting the presentation with success stories of another company's experience with using similar sites.

Finally the presentation should be short and firm. Give the board of Directors their time to absorb the website sample design, and ask about any further suggestions to add to the sample to connect them with the idea.