Resource Management Communications Protocol

Internal Communication

The overall goal of the resource management communications protocol is to set more consistent guidelines and terminology to support effective communications across departments to facilitate successful project completion.

The objectives are to:
- Establish clear guidelines for the best way to communicate with Marriner co-workers about ongoing projects
- Silo and manage actionable feedback* information into specific communication channels
- Identify areas where project communication can be difficult or unclear
- Increase the ease with which project information is distributed to Marriner team members
- Create an opportunity for open discussion and collaboration around projects and deliverables

*Actionable Feedback- information or request that requires an update, change, alteration or revision to a deliverable. (Feedback on which we must take action.)

In-person Communication

There is value in face-to-face meetings and [when needed] leveraging technology to facilitate these face-to-face interactions can go far in influencing the progress of your project. - Shayna Joubert

Sometimes the best way to communicate is with face-to-face conversations and meetings. (In person Tuesday, Wednesday, or Thursday or via Zoom/Huddle Monday and Friday). This allows team members to respond in real-time, make decisions and pivot as needed. When there is complex feedback or a need for clarity, it is helpful to have a conversation first then move forward with appropriate documentation in the various communication channels listed below.

Communication Channels
- Email
- Workamajig Conversations
- Workamajig To Do
- Workamajig Deliverable Route
- Slack

Email

Marriner emails can be used for project communication between Marriner team members, covering areas such as planning, scheduling meetings or providing general background information.

Avoid using email for:
- Actionable feedback
- Project-related information that should be historically documented in Workamajig

Workamajig Conversations

This channel should be used to communicate broad information to all members of the project team. Conversations serve as a historical record and an always accessible resource. This allows all team members to find the location of the most recent files and if any new information is available to support the project. This is also the appropriate place to ask questions to the group.

Avoid using Workamajig Conversations for:
- Actionable feedback
- One on one communication - better suited for email or Slack
- Urgent action items

Workamajig To Do

This channel is primarily reserved for specific action items that fall under maintenance projects, but it can also be useful in facilitating responses to actionable feedback that cannot be easily placed in a deliverable route. It is important to confirm the project, task, due date and assignee when creating and commenting on a To Do. See below for additional context.

Avoid using Workamajig To Dos for:
- Multi step projects that require numerous participants

Workamajig Deliverable Route

This channel is meant to provide a clear organized portal to review ongoing project deliverables. The Workamajig deliverable route can be used at various stages of the development process.

Project managers create Departmental, Internal, Client Feedback, and Final routes to give team members an opportunity to review, provide feedback, make revisions, and finalize our work. This is the best place to request changes, updates or revisions on all

ongoing Marriner work.

Media + Performance
To initiate a deliverable route for Media + Performance changes or updates tied to media flowcharts, team members should use Workamajig Conversations to alert project managers with the subject title **M+P CHANGES** in all capitals. This will direct project managers to open a M+P Change route that will clearly identify the changes needed, confirm that the request is understood and that it is being made.

Avoid using Workamajig Deliverable Route for:
- General information that does not impact the routing deliverable item

Slack

This channel is a great place for one-off conversations with team members. This allows for quick exchanges and to alert your team members if time is a factor. It is also good for getting help finding a specific asset or file or having a question efficiently answered.

Avoid using the Slack Channel for:
- Actionable feedback
- Saving or storing project information

Considerations:

Workamajig Tasks are not a communication channel. They are a component of a project schedule that project managers use to assign specific responsibilities to individuals for development or completion of a deliverable.

Workamajig To Dos are typically used for one-off tasks tied to maintenance projects. However, they can be used on any project where a deliverable route is complete and a new revision, change, alteration or update is needed. Ideally, this would be limited to one change. If there are multiple revisions the Client Services team member may ask the project manager to open a new deliverable route for additional updates instead. This option is meant to address changes you were unaware of during a standard deliverable route.

Deliverable files should always be saved on the server. Attaching files to Workamajig projects should be considered secondary or informational.