

THE EFFECTIVE COMMUNICATIONS PLEDGE

- Under-communicating or over-communicating are **both** symptoms and causes of low trust, and are not effective
- The **boundaries** between internal team and external entities will be very clear
- There will be a **single point of contact** to any external entity (unless more are needed at different organizational levels or functional areas)
- All communications with external entities must be **channeled** through the designated point of contact
- All information will be shared with the team by being **available** and **easily accessible** to all team members
- Information will be **pushed** to team members only based on **need** and **relevance**