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**Memorandum**

To : HHC Company Commander

From : Andrew Etan, IAM NCO

Date : 13 FEB 2017

Subject : Improving Communication Flow

**Introduction:**

There is a need to streamline communication flow within and outside the company to ensure effectiveness. I am proposing to conduct an employee survey on communication so we can find amicable solutions. This decision comes after several discussions on this topic with all the Staff Sections Officers In Charge (OIC) and Non-Commissioned Officers In Charge (NCOIC) where we derived that our communication system needs some tweaking.

**Body:**

Effective communication plays a key role in unit effectiveness. Technological advancements have revolutionized how businesses communicate by introducing a myriad of innovations. To remain competitive, our company has embraced modern forms of communication such as social media platforms to stay connected to customers of the unit. We need to keep our customers engaged through conversations and digital marketing campaigns to promote existing and new products.

Digital marketing has contributed to the cumulative growth since the company’s inception. However, the company has experienced glitches with internal and external communication. For instance, sections’ services are not always synchronized and this gives the perception that our unit operates independently. We need to assure our members that we are a single unit that is dedicated to providing quality products with superlative customer service. The company has embraced the trend of smart devices, but this poses a challenge in securing company data amidst rising cyber security threats

Conducting an in-house study throughout the sections will give insights on communication approaches that are in use and unearth issues with current methods. Additionally, employees will have the opportunity to recommend solutions on how to improve communication flow within the company. The survey will be deployed through email and employees will be required to fill out all questions within three business days. Email surveys are cheaper and they allow for expedited data analysis. We will need four employees tasked for these tasks; secondary research, developing questionnaire, data processing and report writing.

This project will take ten business days from preliminaries to reporting and presentation. The outcome of the study will be a comprehensive report on the current state of communication in all sections within the unit and proposed measures to improve the flow and security of information assets. Given my market research background and prior experience as a Recruiter, I have the necessary qualifications to execute this project successfully.

**Conclusion:**

I am formally requesting for your approval to carry out a company-wide employee survey on communication starting March 1 to March 10. I will present findings to senior management on March 12, 2017 at the Brigade Conference Room. This survey will help us understand our internal and external communication processes, where we excel and areas that need improvement. It will also yield insights on how to safeguard information assets from possible cybercrimes by securing communication methods.