

Improvement Title: standardizing communication process in Sudan

Improvement Start Date: Dec 2024

Improvement Completion Date: March 2025

Team Members:

Overall Status: Done

Location: Sudan offices and field offices

Area or department: Communications

### 1.0. Plan - Current State - Facts

- Most of the staff are unaware of the importance of documenting and sharing their work, which results in missed opportunities to showcase their contributions.
- Many staff members have valuable stories but they either do not know how to document them or do not see the importance of doing so, which results in valuable experiences going unshared.
- Some staff struggle to find templates and guidelines, which results in inconsistency in how communication is handled.
- Finding donor interest stories is time-consuming, which results in delays in sharing impactful narratives with the public.

Some do not know where their stories goes and how they enhance our reputation and visibility.

### 1.1. Plan - Problem Statement (Treasure)

- The lack of a standardized communication process leads to inconsistent messaging, which results in an inability to effectively highlight the great work being done.
- Unclear processes affect content sharing and employee engagement, which results in decreased motivation and accountability.

This project focuses mainly on donor-focused stories (to support fundraising and external visibility)

### 1.2. Plan - Improvement Goal

- Within four months, establish a standardized communication system, which results in regular documentation, easy access to materials, and improved storytelling by staff.

### 1.3. Plan - Root Cause

- Lack of awareness ( lead to limited participation in communication)
- No clear guidelines (leads to confusion and inconsistency)
- Lack of motivation (minimal effort to share stories)
- Lack of accountability

### 2. Do - Improvement Plan

Action	Responsible	Due Date	Status
• 1. conduct the survey	Maram	Jan 2025	Done
• 2. Conduct orientation sessions	Maram	Feb 2025	Done
• 3. Develop monthly newsletter	Maram	March2025	Done
• 4. plan a regular email notification	Maram	Feb 2025	Done
• 5. Design a stickers	Maram	Feb 2025	Done
• 6. Develop a database for guidelines	Maram	March 2025	Done

### 3. Check - Lessons Learned

- When staff understood how communication impacts efficiency and visibility, they became more receptive to following the new standard, which results in greater engagement.
- Small changes, such as using a newsletter to highlight achievements, created motivation, which results in better storytelling and recognition of efforts.
- Informing and continuously educating staff about the new standard was crucial, which results in better adherence to the process.

### 4. Act - New Standard or Reality - Standardization

- Training and orientation is being conducted at the start of each quarter.
- A visual guide to help the staff design brochures, banners and any printed materials.
- An internal newsletter that showcases the team's work, motivating them to share their stories
- An online form is being send monthly to the team to help them share their stories and any noteworthy events.