

NlightN Multimedia -

A Real World View



eCommunication: making it work

Part 3 – the cost of getting it wrong

It's worth, at this point, looking at the consequences of getting this process wrong. As I'm not a negative person, I'll keep this section short but it's important that both the positive impact of good eCommunication and the negative consequences of bad eCommunication are made clear.

There are four main consequences of bad eCommunication:

1. Wasted Money
2. Wasted Time
3. Wasted Opportunity
4. Lowers Motivation



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Wasted Money

It costs money to put together eCommunication and, whilst there are ways to keep the costs down, the fact remains that if your eCommunication is ineffective, your money is wasted.

Wasted Time

Poor eCommunication wastes your time in putting it together and the time of your target audience. We've all sat through at least one "death by PowerPoint" experience and that time was often completely wasted as the presentation can be so boring, so poorly put together that the messages is entirely lost.

Your company also loses out because, assuming there was a business benefit to the communication (and, if not, why bother?) this business benefit is lost. Time is wasted for your company and it is often forced to re-issue the communication in another format.

Wasted Opportunity

What could have been done with the time that was wasted by you and your audience? Good quality eCommunication is the most efficient way to get a message across but poor eCommunication is a waste of time. Has other training or communication been sacrificed for this eCommunication exercise? Would you have been better off phoning your audience one by one?

There's also the realisation that it really could have been so good. eCommunication has HUGE potential when done right but so very, very often, this opportunity is entirely wasted.

Lowers Motivation

Anyone who's seen a poor piece of computer based training (and you'd have to look hard to find a GOOD example!) will know how demotivated you can be when faced with the prospect of studying using that method. By delivering poor eCommunication, you make it more difficult next time. The good news is that a single really good example will restore the faith of your audience: but you'll have to package it well to get their attention.

COMING UP IN PART 4: *The business benefit*