Communication Channel Scenarios

Scenario 1

You are the manager of a larger travel agency you manage 11 employees. This morning, one of your employees notifies you the company login name and password no longer work for a computer application used by all company employees. You quickly contact the offsite IT department responsible for the upkeep of that computer application to find out why the login information is no longer working. You discover that the login name and password have expired. IT provides you with a new login name and password.

What communication channel do you use do contact the IT department? Why is this channel the best choice in this situation? What communication channel will you use to inform your employees about what happened and provide them with the new login name and password? Why is this channel the best choice in the situation?

Scenario 2

You are the marketing manager for a new beverage that had done remarkably well in the Vice President of Operations charged you and your team to develop a strategy for entering this new beverage into the global market. You need to take this task back to your team, provide them with the product details, and get them started as quickly as possible because they only have one week to develop a strategy.

What communication channel do you use? Why is this channel the best choice in this situation? What communication channel will you use to convey your strategy to the Vice President of Operations? Why is this channel the best choice in this situation?

Scenario 3

You are the owner of a small editing company. You have ten employees working for you. Business has been slow and the bills are piling up. You have done just about everything you can to cut costs but you are still unable to pay bills. You do not want to close the business. You have done some number crunching and you found that by reducing your workforce from 10 to 6 you can pay your bills and remain profitable.

What communication channel do you use to inform your employees about the reduction of workforce? Why is this channel the best choice in this situation? What communication channel do you use to inform the affected employees that they are being let go? Why is this channel the best choice in this situation?

**Now that you have read the scenarios, evaluate each scenario and answer the questions.**