The Less Doing Team Communication Guide:

Does this sound like you...

...you sit down to focus, only to be interrupted constantly with questions, requests, and client issues?

...you send an email you need an immediate answer to, and it takes hours to get a response?

...you have so many meetings each week it's a wonder you ever get anything done?

If you're like many successful founders we've worked with, your business has a lot going on: decisions that need making, emails that need reading, and clients who need servicing.

However, without a framework, it's easy for the noise to get out of hand. You're constantly bombarded with requests, and it can often feel like you need to lock your office door to ever finish anything!

You need to have a framework for how, when, and why you communicate with your team and clients in order to prevent noise and encourage action.

In this guide, I'll share the three-step process you need to create a system where every request that makes it to you is timely and relevant.

Step 1: Separate Internal Communications from External Communications

Internal and external communication are **NOT** the same thing and should NOT be on the same platform. One of the most common mistakes I see is businesses doing everything over email. It's no wonder email overwhelm is so rampant among founders!

Internal communications are...
- Within your team
- Collaborative
- Issues like updates on projects, brainstorming ideas, and discussing initiatives

Use tools like Voxer, Slack, or Microsoft Teams

External communications are:
- With your leads and customers
- Transactional
- Issues like customer service requests, questions about pricing, and responses to marketing campaigns

Use tools like email, Intercom, or Zendesk

Step 2: Separate the Urgent from the Non-Urgent

Everything in your business isn't urgent. How many times have you been interrupted with a phone call by something that could have easily been a Slack message? Or sent someone a text when you needed an immediate reply and got frustrated when you had to wait? Solve this problem by defining what's urgent and non-urgent for your business and determining how and when you want those things communicated.

Tools for Urgent matters:
phone, in person

Tools for non-urgent matters:
Slack, text

Step 3: Separate Synchronous and Asynchronous Communication

An effective communication system minimizes interruption and allows people to work at the time that's best for them. Think about your regular meetings: how often do they take place at your peak work time? Communication should be as asynchronous as possible to allow everyone to do their best work

Things that can be done asynchronously:
- Daily check-ins
- Brainstorming new ideas
- Routine updates on projects and results
- Questions and decisions that's aren't urgent

Synchronous communication tools:
phone, Zoom, Skype, in-person meetings

Asynchronous communication tools:
Slack, Voxer, email, text

Follow these three steps to create a framework for how, when, and why you communicate with your team and clients in order to prevent noise and encourage action.
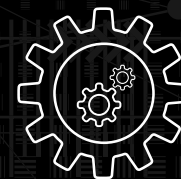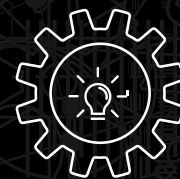
I'm **Ari Meisel**, founder of Less Doing and creator of the Less Doing Methodology.

Over the last 10 years, I've helped thousands of successful founders just like you remove the overwhelm and get to a place of Focus, Flexibility, and Freedom in their businesses.

The Less Doing Methodology takes a three-prong approach to systemizing your business so you can get out of the grind and make yourself Replaceable:

COMMUNICATE EFFECTIVELY
MANAGE PROJECTS
PERFECT PROCESSES

If you want to learn more about how Less Doing can help you free up 10 hours a week or more in your business, book a free call at **less.do/strategy.**