

## EFFECTIVE COMMUNICATION MAPPING

### *Using the 4W's for effective communication in your Rotary Club*

ShelterBox uses the 4W's communication mapping method in the field to ensure that Response Team Members are communicating effectively with our partners and other aid organizations. Rotarians can use this model to create a communication plan between the club and president, as a club member working on a committee or simply to promote internal club communication!

<b>WHAT</b> do people need to know?  <i>What information do you pass on from your work to others? There is probably more than you think...</i>	<b>WHO</b> needs to know it?  <i>Who needs to know this particular information?</i>	<b>WHEN</b> do they need to know it?  <i>Is it a daily, weekly, monthly or even yearly information flow?</i>	<b>WHERE</b> should I tell them?  <i>Given your answers, what is the best method of communication? A weekly call, a daily face-to-face briefing, or a monthly report?</i>