

Module 3, Kit 5

Communication Pyramid¹

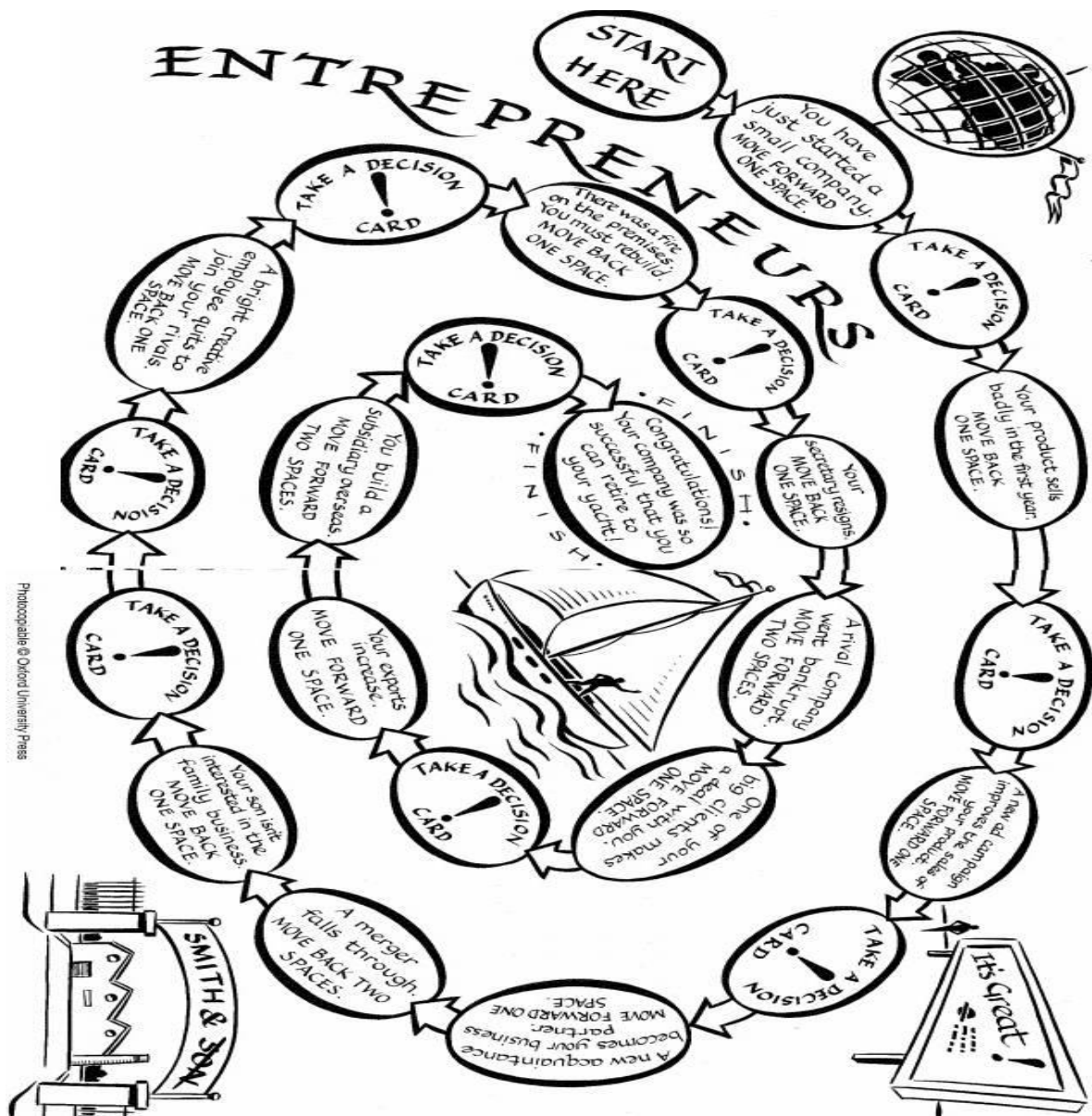
1. Divide into several groups with 3 to 5 classmates. One of your classmates in the front, the other directly behind the first and 3 - 5 people in the back row. The front student is the CEO, the second student is the middle manager and the back rows of students are the workers. This hierarchy must be followed.

You are setting up a new company.

First, you must decide what your product is going to be; this can also be a service, such as insurance. The decision you will make throughout the game relate to company policy.

Each time you land on a space labeled “Take a decision card”, you must choose a card from the pile, read it out, and then make a decision and justify it to the group.

Board Game:



1. Lloyd, Angela; Preier, Anne; Business Communication Games, Oxford University Press, 1996

Decision Cards:

Will you pay higher than average salaries or will you introduce a profit-sharing scheme? Defend your decision.	Will you send your senior managers to expensive training seminars to improve their performance? Why or why not?
Will you limit smoking on your company's premises to one smokers' lounge, or will you permit it in all rooms? Defend your decision.	Will you spend a large amount of money on long-term research and development projects? Why or why not?
Will you offer in-company language training for staff during working hours? Defend your decision.	Will you give your Sales Reps company cars to drive or will you reimburse them for the kilometres they drive in their own cars? Defend your decision.
Will you send your managers to anti-stress seminars at company expense? Why or why not?	Will you ask bosses to write yearly appraisals of their subordinates before pay rises and promotions are given? Why or why not?
Will you have a dress code at your company? What kind of clothes will be expected and why?	Will your company give public support and company money to environmental organizations? Why or why not?
Will you make most of the decisions or will you have a team-style management? Defend your decision.	Would you consider hiring someone for a responsible job who has not had a traditional academic education? Why or why not?
Will you add a second product line after a few years or will you improve the quality of the first product instead? Defend your decision.	Will you make a long-term or a short-term plan for your company's growth and development? (3, 5, or 10 years?) Defend your decision.
Will you turn the basement into a company fitness room for the staff to use during lunch-break and after hours? Why or why not?	Will you have one large yearly party for all the employees and their partners or encourage departments to organize their own celebrations? Explain.
Will you make your staff travel economy class rather than business class to save money? Defend your decision.	Will you allow everyone interested to attend international conferences or only those giving presentations? Defend your decision.
Will you hire teleworkers or 'mobile employees' (people who work at home and stay in touch by phone and computer)? Why or why not?	You call yourself an 'Equal Opportunities' employer. What measures would you introduce for employees who are older, disabled, or have young children?

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