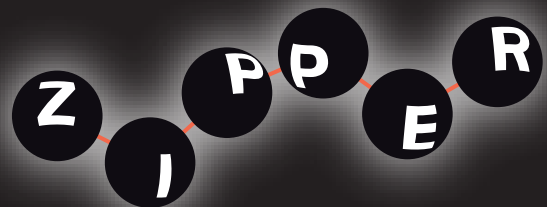


How can you spice up your IT-projects?

The Zipper concept Zpice offers
repackaged projectcommunication.



How do I spice up my IT projects?

What is Zpice?

Zpice is the spice which heats up the experience of the delivered IT service, leaves a pleasant aftertaste and creates a persistent hollow for more. Zpice is communication with the concerned target groups in IT related change projects.

Without Zpice the aftertaste may become quite bitter...

Are you fed up with listening to end users expressing their dissatisfaction of not getting understandable instructions when the IT environment is updated? Valuable working hours are spent on conducting support calls and problem solution. The reaction of IT environment improvements is dissatisfaction instead of appreciation.

Zpice makes the end users long for IT changes...

It is important that the target groups understand why the change is carried out and what improvements and possible disturbance which may be expected. The object here is to communicate comprehensibly out of several perspectives – the organizational as well as the individual. It is so much easier to grasp and accept changes out of a comprehensive perspective.

Zpice is distinguished by...

- Intensity – the communication is short and concise and does not apply for a lot of valuable working hours
- Expectations – short concise messages are put in relation to each over various channels to create expectations
- Reliability – advantages as well as possible disadvantages are communicated, broken promises does not make people happy
- Interrogative form - the communication content is structured from FAQ questions
- Feedback – feedback channels to make dialogue possible are important ingredients for a living communication

What happens when you spice with Zpice?

- The target groups understands and knows how to handle the change
- The organization is well prepared for the change
- The organizational climate is characterized by expectation and positive attitudes
- There are fewer problems and the possible ones that may appear are considered less negative

When do I spice with Zpice?

You may use Zpice anytime there is an IT related change that affects the end users IT environment. The concept is easy to adjust and to re-use. It is an excellent tool to clarify and

improve the profile of an IT department. Zpice can be split up in two main fields of application:

Directed communication at IT related changes

This offer is a communication drive with the purpose of creating confidence, knowledge and positive attitudes at the prospect of changes in the IT environment. It is mainly focusing end users but it also includes supplementary management communication and strategy for delegating operational communication responsibility. The directed communication drive includes three separate parts:

1. Workshop – The workshop includes a major analysis and establishment of target groups, communication goals, messages, strategy, and communication activities. The workshop concludes in a complete communication plan which in an easy way can be re-used and adjusted at the prospect of upcoming change projects.
2. Communication material – Evidently you will also receive help with the production of appropriate communication material. It normally includes interesting posters, a pedagogical and easy to read mail set, a communicative get-together and a short and concise self-help leaflet.
3. Operative communication – Communication in large organizations requires carefully conducted coordination in order to succeed. Zipper offers various technical solutions for successful communication coordination.

The size of the organization and the geographical spreading determines what method which is the most appropriate.



Analysis & planning

Would you like to apply a long-term approach to communication? Grasp the present point in time and be advised of how to take concrete measures in order to achieve improvements? Create a profile, find the proper communication channels and an appropriate communication strategy that functions out of a long-range perspective?

In this offer we use interviews and analysis as important tools to create a communication plan and strategy to achieve targeted communication goals. The plan includes concrete instructions for how to use directed, personal, and symbolic communication on the right occasions.

This part also includes individual support and training in the communicator responsibilities for chosen members of the staff.

Would you like to know more about Zpice?

You are welcome to make an appointment with one of our communication officers. You will find telephone numbers below. 031-83 10 00 or mail to info@zipper.se or www.zipper.se/zpice



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