

Communication within a supply chain: the link between customer and suppliers



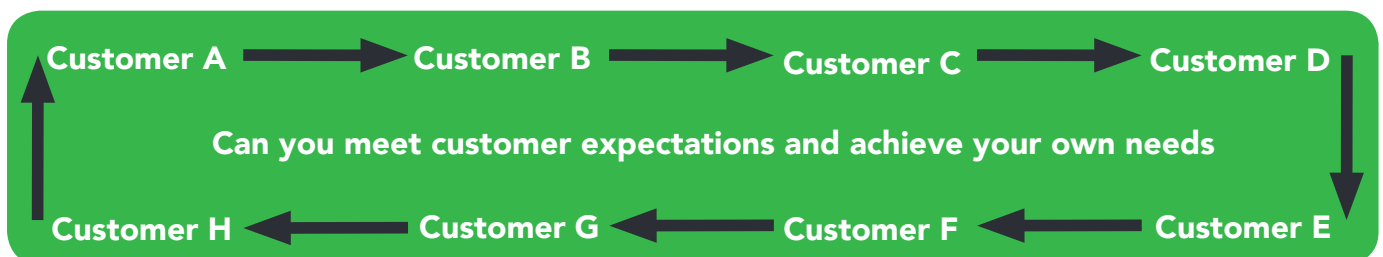
Chainlink is a very versatile team communication exercise that places each individual in a 'supply chain' in which they have to give instructions to a supplier and respond to the demands of a customer. How do they organise themselves to manage these dual roles, whilst under pressure of time and quality?

Chainlink requires clear and concise written information, and optimum use of a limited number of face-to-face conversations in order to achieve the accurate reproduction of design patterns. Individuals need to choose the best means of communicating the required information and select language that is unambiguous and precise. This is an essential skill in organisational life and opens interesting dialogue about the selection and use of both the systems of communication available to us (telephone, email, meetings, face-to-face communication, SMS, video conferencing etc.) and the quality of the content that we put into them!

The Chainlink design means that it can be used to address a number of different learning objectives. Examples are:

- Exploring different personal working styles and linking these to profiles such as MBTI (an example of this is exploring the different approaches used by those with 'E' and 'I' preferences).
- Using the activity to improve instructional skills, (such as those used by people giving technical advice over telephone help-lines).
- Using the activity to improve the accuracy of writing skills, especially task instructions.
- Exploring ways of managing time and prioritising tasks, especially when under pressure.
- Understanding someone else's needs and being able to recognise what type of support they need.
- Understanding the value of having a consistent set of principles and processes to work with, to ensure consistent service and avoid error.

Chainlink is supplied with materials for a working group of up to 8 participants. It includes full facilitation notes, review suggestions, 8 magnetic boards and design plans and related components. It takes approximately 35 minutes to run and requires minimal set-up and space.



To add CHAINLINK to your resource library: