

Communication Medium Matrix

	Intranet	Meetings	Email	IM	Phone	F2F
Urgency	10	20	30	40	50	60
Importance	10	60	50	20	30	40
Persistence	60	40	50	30	20	10

The higher the number, the corresponding communication method is more effective..

Defining the communication matrix	
Urgency	Does the audience need to know now?
Importance	Is the information vital to our work?
Persistence	Will people refer to the information over a period of time?
Intranet	Ideal for persistent information that does not change much.
Meetings	Efficient way to communicate non-urgent information to the whole team.
Email	Good for important but not urgent
IM	Good for asking non-urgent questions
Phone	When you need to dialogue on an urgent issue.
F2F	Good for urgent and/or important information delivered informally.