

What can Captain Kirk teach us about communicating within the modern Government enterprise?

Time Travels...... When William Shatner loomed large on our screens some 30 years ago, the iconic flip-up communicator he used seemed a space-age away from reality. Now, 'clam-shell' phones place mobile communications across the planet within the reach of Primary School children, blowing their weekly pocket money on pay-as-you-go tariffs.

Such dramatic transformations in technologies and the societies using them now pose fresh challenges to the Government entities whose role it is to serve shifting public demands. A society in which instant communications tools are commonplace has different expectations of the Government bodies its taxes pay for. When those expectations aren't met, the same communications technologies can be mobilised by a disgruntled minority to sway majority opinion to devastating effect. Perhaps no time is this power more evident than in the run-up to a General Election.

While few political mandarins reasonably aspire to emulate Kirk's commanding presence at the helm of their own enterprises, Science Officer Spock could doubtless offer us 5 key lessons drawn from his experiences on the Starship, that we can all use today.

SPOCK'S LOGIC:

Take Control from the Bridge

The medium of communication must suit the target audience. If you want to get a simple, but rapid response back from your dispersed team on a key issue, SMS text broadcasts are likely to prove a better choice than email. The ideal solution should make communicating with all stakeholders easy. This should be an enterprise platform that covers voice, pager, SMS text, web, fax, email, PDA, BlackBerry, mobile and SmartPhone media exchanges with relevant stakeholders.

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