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Reliable Green

Compendium for SMEs



Module 4: Communication and Leadership

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In this module, you will learn...

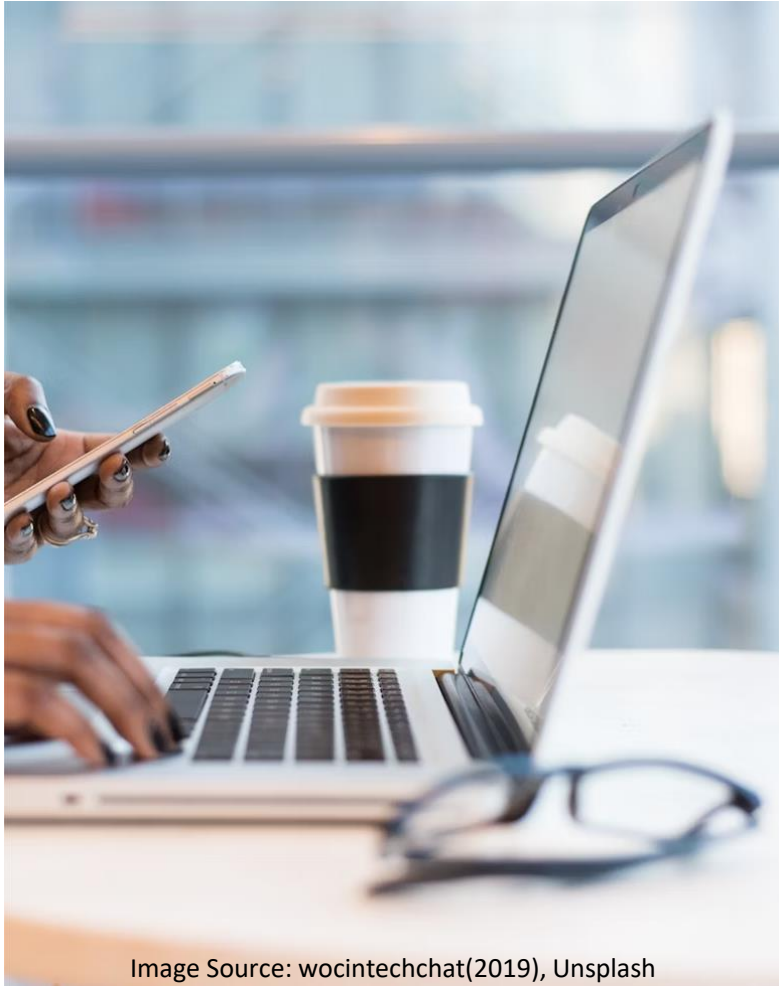


Image Source: wocintechchat(2019), Unsplash

- ✓ You will know the importance of communication and collaboration, therefore different digital communication online tools that can be used to increase collaboration in the remote workplace.
- ✓ You will develop digital communication skills in the workplace to foster a sense of belonging and inclusive in the remote workplace.
- ✓ You will know the importance of implementing green leadership strategies, therefore think about sustainable solutions in the remote workplace.



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Introduction



Image Source: Lisa Fotios (2020), Pexels



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Communication is key

- Regular communication and collaboration are crucial in remote workplaces to boost productivity and team unity, strengthen connections, improve problem-solving skills, and successfully achieve common objectives
- Clear communication ensures smooth information exchange, idea sharing, and problem-solving
- Collaborative efforts foster a supportive environment, promoting a sense of togetherness among remote team members

Implement

- Regular virtual meetings
- Messaging platforms
- Project management tools





Image Source: Adaem AY (2021), Unsplash

- Regular virtual meetings, messaging platforms, and project management tools facilitate efficient collaboration, bridging the physical distance between team members.
- Virtual meetings: Microsoft Teams, Zoom, Google Meet
- Messaging platforms: Microsoft Teams, Google Workspace, Slack
- Project management tools: Trello, Asana, Monday.com



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Foster a positive and inclusive online communication culture for remote and in-office teams.

Digital communication skills in the workplace:

- Master **email etiquette** for clear and professional communication.
- Excel in virtual meetings, **engaging actively** and utilising video conferencing tools effectively.
- Embrace **online collaboration platforms** to streamline teamwork and project management.
- Practice **concise and precise messaging** for efficient communication.
- Demonstrate **active listening and empathy** in virtual interactions.
- Adapt to **various** digital communication channels and tools to suit different contexts.



*Go
Get
Green*

Green leadership strategies refer to approaches and practices that prioritise environmental sustainability and promote eco-friendly initiatives within organisations. Green leaders adopt a proactive and responsible approach towards environmental stewardship, integrating sustainability principles into their decision-making and day-to-day operations.

- Setting environmental goals
- Promoting energy efficiency
- Encouraging recycling and waste reduction
- Supporting green initiatives
- Emphasising sustainable procurement
- Advocating for responsible transportation
- Creating a green culture
- Investing in green technologies



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Image Source: Lara Jameson (2021), Pexels

- **Energy Efficiency:** Encourage employees to use energy-efficient devices and set up power-saving settings on their computers and other equipment.
- **Paperless Operations:** Adopt a paperless approach by using digital documents, e-signatures, and online collaboration tools to reduce paper consumption.
- **Virtual Meetings:** Promote virtual meetings and webinars to minimise travel-related emissions and carbon footprint.
- **Eco-Conscious Commuting:** Encourage employees to use eco-friendly commuting options like biking, walking, or carpooling when necessary.



“What we can do is small, but if we compile the small things, we can change the world.”

Video Source: ILSC Education Group (2014), YouTube



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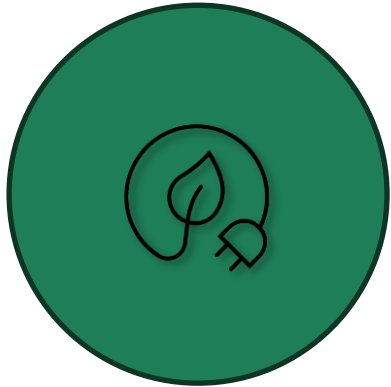
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- As the video made clear, people around the world are interested in behaving greener
- Some of them want their leaders to be an example
- Leaders could set environmental goals
- These goals should be SMART

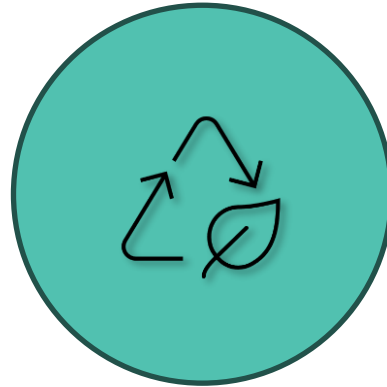


Specific: Energy Reduction refers to the deliberate and quantifiable effort to decrease the overall consumption of remote worker of an organisation.



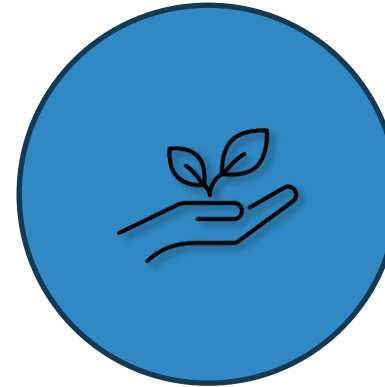
Measurable

Measured by using energy consumption data, comparing current usage with historical data or industry benchmarks.



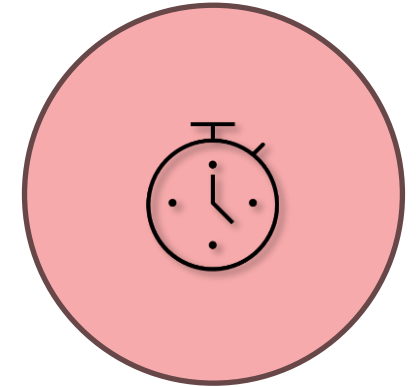
Achievable

Be realistic and feasible based on the organisation's capacity to implement energy-saving practices and technologies.



Relevant

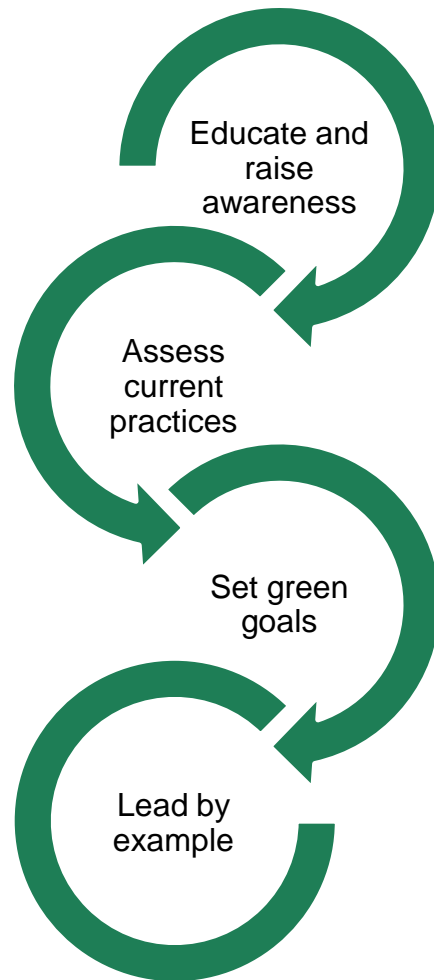
In the context of environmental sustainability, cost savings, and reducing the carbon footprint of the organisation.



Time-Bound

Have a specific time frame or deadline, such as reducing energy consumption by 15% within the next fiscal year.

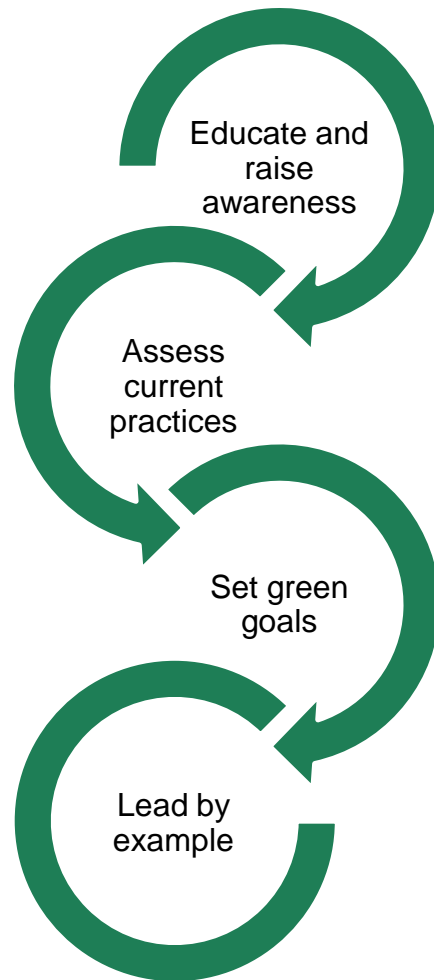




How to begin a change in leadership towards green leadership:

- educate the team about the importance of green leadership, the benefits of sustainability, and the potential positive impact on the organisation and the environment
- raise awareness about current environmental challenges and the role businesses can play in mitigating them
- conduct a thorough assessment of the organisation's current environmental impact and practices





- identify areas where sustainable improvements can be made, such as energy consumption, waste management, and procurement
- collaborate with the leadership team to set specific and measurable green goals aligned with the organisation's mission and values
- demonstrate a commitment to green leadership by adopting sustainable practices in your own work and lifestyle, as this will inspire and motivate others to follow suit



1. Effective communication is vital for remote teamwork.
2. Virtual meetings and collaboration tools enhance remote productivity.
3. Green leadership prioritises sustainability in remote workplaces.
4. Cultivate a sustainable work culture through eco-friendly practices.
5. Continuous improvement and measurement drive green success.





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