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# Who Needs to Know?

New communication model keeps everyone in the loop

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As we continue to grow as an Association, the need to be “in the know” has become crucial to our continued success. The traditional Region and Chapter boundaries, which originally worked to bring us all together, has kept information confined within rather than shared among all interested parties.

With that in mind, IRWA has launched a “Lateral Leadership” Program designed to link leaders together not just to inform—but to engage a wider range of members and communicate across the Association.

The first line of communication will be led by IRWA President-Elect Jerry Colburn, SR/WA along with Region Chairs to Chapter Officers. This will be in conjunction with the ongoing communication in place with International President Mary Anne Marr, SR/WA and the International Governing Council. The next line of communication comes from International Vice President, Jeff Jones, SR/WA, and Region Vice Chairs to Chapter Chairs.

## Three Key Questions

Our new model hinges on three questions: Who needs to be involved? Who needs to know? And who needs to find out?

Examining who needs to be involved is the first thing we ask ourselves *before something happens*. This ensures we have considered our members and any potential issues that may impact an organizational decision. Who needs to know is a question we address *while things are happening* to make sure no one is surprised. And identifying who needs to find out takes place *after a decision has been made* to make sure no one is left out of the information loop.

Although using this communication matrix will take some practice, over time it will become a model for relaying important information across all levels of the Association.

So next time your Chapter is planning an all-day seminar, your Region is conducting a symposium or your Committee or CoP is planning a webinar, ask yourself these questions and watch participation and collaboration grow! Onward. 🚀

