

# Proactive Communication

**Materials Construction  
Conference  
March 4-7, 2024**



**Monica Ashford  
Matt Ball**

**5 4 3 2 1**

# Multiple Receivers

**Externally**

**Externally**

**Supervisors**

**Internally**

**Peers**

**Messenger = You**

**Peers**

**Internally**

**Subordinates**

**Externally**

**Externally**

# Communication Channels



# Objectives

- **Proactive and Reactive Communication**
- **What it is not**
- **Strategies**
- **Benefits**

## Proactive vs. Reactive

# Characteristics

- 1. Anticipation**
- 2. Initiative**
- 3. Transparency**
- 4. Timeliness**

- 1. Regular Internal Updates**
- 2. Cross-Departmental Meetings**
- 3. Clear Expectations**
- 4. Open Communication**
- 5. Utilize All The Tools**



# Benefits

- 1. Building Trust**
- 2. Conflict Prevention**
- 3. Better Decision-Making**
- 4. Enhanced Collaboration**
- 5. Improved Problem Solving**
- 6. Employee Morale and Engagement**

# Challenges

- 1. Balancing Proactivity and Reactivity**
- 2. Overcoming Resistance**
- 3. Hierarchical Structure**
- 4. Interdepartmental Coordination**

**Messenger**

WV DOT  
Training and Development

**Thank You**