

# INTRODUCING THE 5 PRINCIPLES OF GOOD COMMUNICATION

## FROM ITIL® 4 STRATEGIST: DIRECT, PLAN AND IMPROVE

BRINGING DIGITAL AND I.T. STRATEGIES TO LIFE

### AXLE CAR HIRE

IS A FICTIONAL CASE STUDY THAT FEATURES IN THE ITIL 4 CORE GUIDANCE PUBLICATIONS TO CONTEXTUALIZE KEY ITIL 4 CONCEPTS AND HELP BRING THEM TO LIFE.

Axle Car Hire is undergoing a digital transformation with an ITIL 4 approach. Its vision is to become the world's most recognized environmentally responsible car hire brand.

Axle Car Hire acquired a Californian company: Bay City Hires.

### COMMUNICATION PRINCIPLES

People need to communicate regularly and effectively to achieve the best results. Well-rounded communication skills are crucial.

Principles for good communication are:

ONE	TWO	THREE	FOUR	FIVE
<p>Communication is a two-way process</p>	<p>We are all communicating all the time</p>	<p>Timing and frequency matter</p>	<p>There is no single method of communicating that works for everyone</p>	<p>The message is in the medium</p>

### DIRECT, PLAN AND IMPROVE'S GOOD COMMUNICATION PRINCIPLES IN PRACTICE

Introducing Luna, Axle Car Hire's Regional Manager

"Staff at Bay City Hires are concerned about Axle Car Hire's automated booking system replacing their jobs."

"I need to communicate the value of the new booking system. Who should I speak to and how do I effectively communicate with them?"

"I need to communicate with three distinct stakeholder groups: staff, customers, and executive management at Axle."

"I considered emailing everyone at Bay City Hires, but I decided that meetings with the branch managers would be more appropriate so that I could hear their concerns and address them as individuals."

### COMMUNICATION IS ESSENTIAL FOR EFFECTIVE ORGANIZATIONAL CHANGE MANAGEMENT

Luna met with the branch managers at Bay City Hires to discuss the new booking system.

"I'm not sure why we need to change. I'm familiar with the old system."  
**BRANCH MANAGER PACIFICA**

"If we'd wanted a new booking system, we'd have arranged it ourselves."  
**BRANCH MANAGER DALY CITY**

"I can see the value of the new system. But I'm going to carry on using the old one."  
**BRANCH MANAGER LARKSPUR**

"I'm dubious, but I'll try it. It's important to move forward."  
**BRANCH MANAGER SAN BRUNO**

### HOW LUNA WON OVER THE STAKEHOLDERS

"I'll use statistics and success stories to provide real examples of how the new system can benefit Bay City Hires."

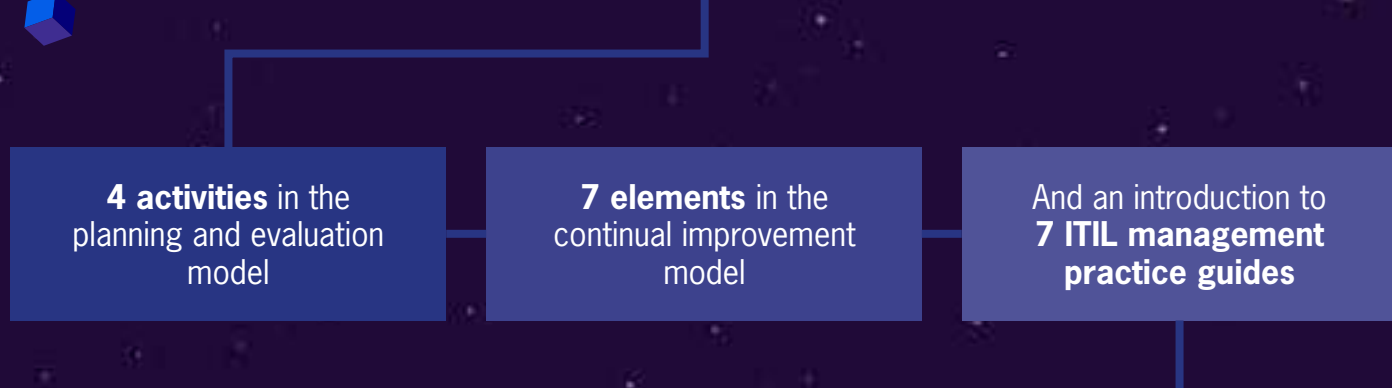
"I'll reduce resistance by providing proper training for the branch managers, showing them how to use the Axle booking system, and why it's important to adopt it."

Following the meeting the branch managers were much more positive.

"It's important for us to maintain proper communication with Bay City Hires' managers and staff, and that they understand that we're taking their feedback and concerns into account."

THIS IS ONLY ONE EXAMPLE OF HOW A CONCEPT FROM ITIL 4 DIRECT, PLAN AND IMPROVE CAN HELP I.T. AND DIGITAL MANAGERS TO REALIZE THEIR STRATEGIC VISION.

CERTIFY IN ITIL 4 STRATEGIST: DIRECT, PLAN AND IMPROVE TO LEARN ABOUT OTHER KEY CONCEPTS, INCLUDING:



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