



# Creating a Community of Employees

Community, according to the dictionary, is a feeling of fellowship with others as a result of sharing common attitudes, interests, and goals. There's a reason why community is so important to people's lives. When striving for success, individuals are limited by their capabilities and opportunities. But when someone is part of a group of people who share the same objective, a single task can be spread across that group, utilizing the people with the skills best suited for it. Your business is a community, and its ability to come together is what determines the company's success. Businesses have come to be over reliant on email communication. And while email has many benefits, it is not a great way to get to know someone when it is the sole mode of contact. To build a community in your workplace, a more personal and direct method of communication is often necessary.

**Zultys Advanced Communicator (ZAC)** offers a great forum for members of the same team to share ideas with the chat feature. An email can easily get lost in the barrage of messages that flood corporate inboxes. Meanwhile, IMs enable much more straightforward and timely communications between team members. Better yet, with all the communication tools housed within the ZAC application, it's easy to look up a phone number for a colleague and call them for a chat whenever written communication is too cumbersome.

ZAC makes communicating within your team more personal and convenient, helping to strengthen the community regardless of whether employees are housed in the same building or scattered across the country. It can be hard to gauge a coworker's personality, and sometimes even their level of expertise, from a formal email. A single, real-time conversation can create a much stronger sense of comradery and personal connection than a dozen email exchanges. A phone conversation or an IM chat is a chance to see how another person thinks on their feet. After all, anyone can spend hours crafting a perfect, clever email response, but that doesn't necessarily reflect their ability to react to an emergency in a timely and competent manner.

When trouble strikes your work community, it is important to know who you can rely on to think straight, regardless of the pressure, and to be familiar with the areas of expertise of scattered team members in order to deliver solutions in optimal time. When you have the tools that allow you to connect key team members quickly and conveniently, your community will have much better efficiency and productivity.

It is time to retire email as the sole method of business communication and explore the benefits of instant messages, easy-to-use call management, and convenient and customizable contact lists. Provide your employees with the tools to build and strengthen their community and watch that community reach for the common goal — success.