
FrancoAngeli

Internal communication and process

Come disegnare il diagramma di flusso
con ZoomUp



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The key processes of all organizations have a common denominator: they involve different figures and functions. We cannot, however, assume that subjects with different skills, methods, language and objectives are always able to communicate. It would take a magic wand! Or ... a description of the process that focuses on both the group and the individual, in order to bring together the commitment of several people towards a single goal: that of the process.

The perfect tool to accomplish this task is the cross-functional flowchart. Using the graphic language - rectangle, rhombus, arrow - the process is told in a simple, reliable and easy to read form.

The ZoomUp method proposed in the text helps to create a mental order that results in a linear and complete description of the processes.

The protagonists of the story are the people involved in the process: they trace the steps of internal communication, emphasizing only what is important. And the flow chart becomes the heart of the procedure.

ZoomUp is therefore a fundamental tool for describing the processes in place, for designing new ones and, consequently, for working more effectively and serenely. Employed for several years in various organizations, he has always given excellent results, allowing people to consciously live the processes in which they are involved.

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READING GUIDE

CHAP 1 LET'S TALK ABOUT PROCESS

*Because it is an operational internal
communication tool*

1. Organization as a system
2. The basic concepts
3. The raison d'etre
4. The protagonists
5. The vision: internal operational
communication

CHAP 2 WE USE THE PROCESS

*To find out where its application is
useful*

1. The process and the project
2. Service as a process: interaction
3. Business planning

CHAP 3 WE DETECT THE PROCESSES

*To develop rules that help you work
better*

1. Set of processes
2. Breakdown of a complex process
3. Other processes (Legislative Decree
231/2001)
4. The representation of the system of
processes

CHAP 4 DESCRIBE THE PROCESSES

*To experience processes in a serene
and productive way*

1. From doing to outlining the process
2. The structure of the cross-functional
flowchart

CHAP 5 ZOOM UP: DRAWING THE FLOW CHART

To tell how the process group works

1. Setting
2. Plan / 3. Do 4. Check 5. Act
6. Instructions for drafting the flow

CHAP 6 THE PROCEDURE: WE DOCUMENT THE PROCESS

To write documents that communicate

1. The procedure
2. Education
3. The forms
4. Good writing tips

CHAP 7 CONCLUSIONS

BIBLIOGRAPHY
