



Communications SOP | Rhythm Over Chaos

Why This Matters

Between phone, email, text, Teams, Voxer, and social media, there's no shortage of ways to reach someone these days, and that's part of the problem. More channels don't mean better communication; they usually just mean more interruptions and more things falling through the cracks. The fix isn't picking up more tools. It's using the right one, the right way, each time.

Phone Calls

When something is urgent or there's real room for misunderstanding, pick up the phone. It's still the most reliable way to make sure nothing gets lost in translation.

- ☐ Leave a detailed voicemail, never use "call me back," include the actual reason for the call
- ☐ Stick to one channel per issue, if you've already called, wait for a response before also texting or emailing about the same thing
- ☐ Detailed messages get answered first, it's easier to help someone when you know what they need

Email & Text

These work best for anything that needs a paper trail or isn't time-sensitive.

- ☐ Give enough detail that the other person can act without needing to call you back
- ☐ Put agreements and scope changes in writing, even if you already talked it through on the phone
- ☐ Avoid piling on, one clear message beats three overlapping ones across different channels

Social Media & Messaging Apps (Teams, Voxer, Instagram, Facebook, X, LinkedIn)

These have their place, just not for anything urgent.

- ☐ Save these for scheduled updates, marketing, or casual coordination
- ☐ Keep social content separate from day-to-day operational communication

Working With Vendors & Trades

Good communication here is part of what makes you a builder people want to work with.

- ☐ Respond to calls, emails, or texts within 24 hours
- ☐ Give vendors one clear point of contact for orders and issues
- ☐ Let them know early about delays, shortages, or price changes
- ☐ Show up to scheduled builder/vendor meetings



Closing the Loop Across Departments

When something goes wrong and gets fixed, don't let it stop there.

- ☐ Let every affected department know once the issue is resolved
- ☐ Check that the fix actually held on the next job

Keeping Communication Open on Your Team

- ☐ Make room for people to speak up and challenge ideas
- ☐ Run meetings with a real agenda and clear deadlines, not open-ended chat