GSV Goal Canvas — Communication

Priority 1 from the Operations SWOT · C. Steinweg Oman

PRIORITY / PROBLEM

What exactly are we trying to improve?

Communication & Cross-Department Alignment — specifically the operational WhatsApp traffic between GSV, SV and the quay.

Operational information is spread across three groups with no boundary between them, so **no single group is complete and everything has to be read.** Supervisors are not members of every group, so the picture is split by design. Volume has grown far faster than the workload, and nobody has been asked to report more — the habit changed on its own.

EVIDENCE

What did the SWOT tell u

- Communication & C priority list.
- "Late or inconsister
- "Improve daily plan
- **Measured indepen** 2026 — 27,622 mes

BASELINE

Where are we today? — counted from the exports, not estimated

103	35%	2 in 5	35%
messages per day — one every 11 minutes in daylight	only continue the sender's own previous message	photos arrive with no text at all	of subjects appear in two or m day

Those 27,622 messages carry roughly **18,022 separate pieces of information**. Volume rose **157%** between January and September, while the terminal has been busy since March — s

90-DAY GOAL

What measurable result do we want?

Messages per day (from 103)	**≤ 70**
Photos with no text (from 42%)	**≤ 10%**
Subjects in more than one channel (from 35%)	**≤ 15%**
Messages that only continue the previous one (from 35%)	**≤ 15%**
Every operational subject has one agreed channel	**yes**

Nobody has to say less. The reduction comes from putting the line with the photo instead of underneath it, and from one subject having one home.

KPI / MEASURE

How will we know we are improving?

- **Messages per day**, per channel — monthly expo
- **% of photos and videos without text** — same-l
- **% of subjects appearing in more than one cha**
- **% of messages that only continue the sender'**

The method is already written down, so every later me for the shift.

FIRST ACTIONS

What are the first three actions?

1. **Create one WhatsApp Community and move the three existing groups into it** under agreed names, plus a muted "Progress" channel for routine updates. Groups keep their history and members. About 15 minutes, no new app, no cost. — week 1
2. **Publish three rules and one message template**, pinned in each channel and delivered by the direct supervisors in a toolbox talk. No photo without one line of text · no "noted / ok / thanks" · one subject, one channel. — week 1
3. **Brief the eighteen people who produce 82% of the traffic**, one to one, before the wider roll-out. Ten people alone account for 57%. The habit does not need 63 people to change. — week 2

> **Then:** the old groups stay open for two weeks under their new names, so anyone who falls back sees the change and corrects himself — after that they are closed. The first measurement is taken in week 4 and compared with this baseline. **Rules that are not being followed are dropped, not enforced** — a rule nobody keeps is worse than no rule, because it teaches people that the structure is optional.

OWNER & SUPPORT

Who is accountable and wh

Owner	**Le**
Support	PM ch

> **Critical dependency** · the agreed format, you carries risk. Without th

REVIEW DATE

When will we formally reviev

Week 4

First measurement agai that are not working are

Method. WhatsApp exports of OPERATION, GSV/SV4 shift handover and Operations-HSSE, all messages dated 2026. Duplication measured two ways: near-identical wording across groups within one hour, and the same subject — same day. **Not measured:** vessel calls and tonnage, so the workload comparison rests on the terminal being reported busy from March rather than on operational data; and how much of the repetition is deliberate escalation rather t pages: *Operational WhatsApp — what it costs and how to fix it* and *the numbers behind the proposal*.