



THE FOUR ESSENTIALS TO AN EFFECTIVE EMPLOYEE COMMUNICATION STRATEGY

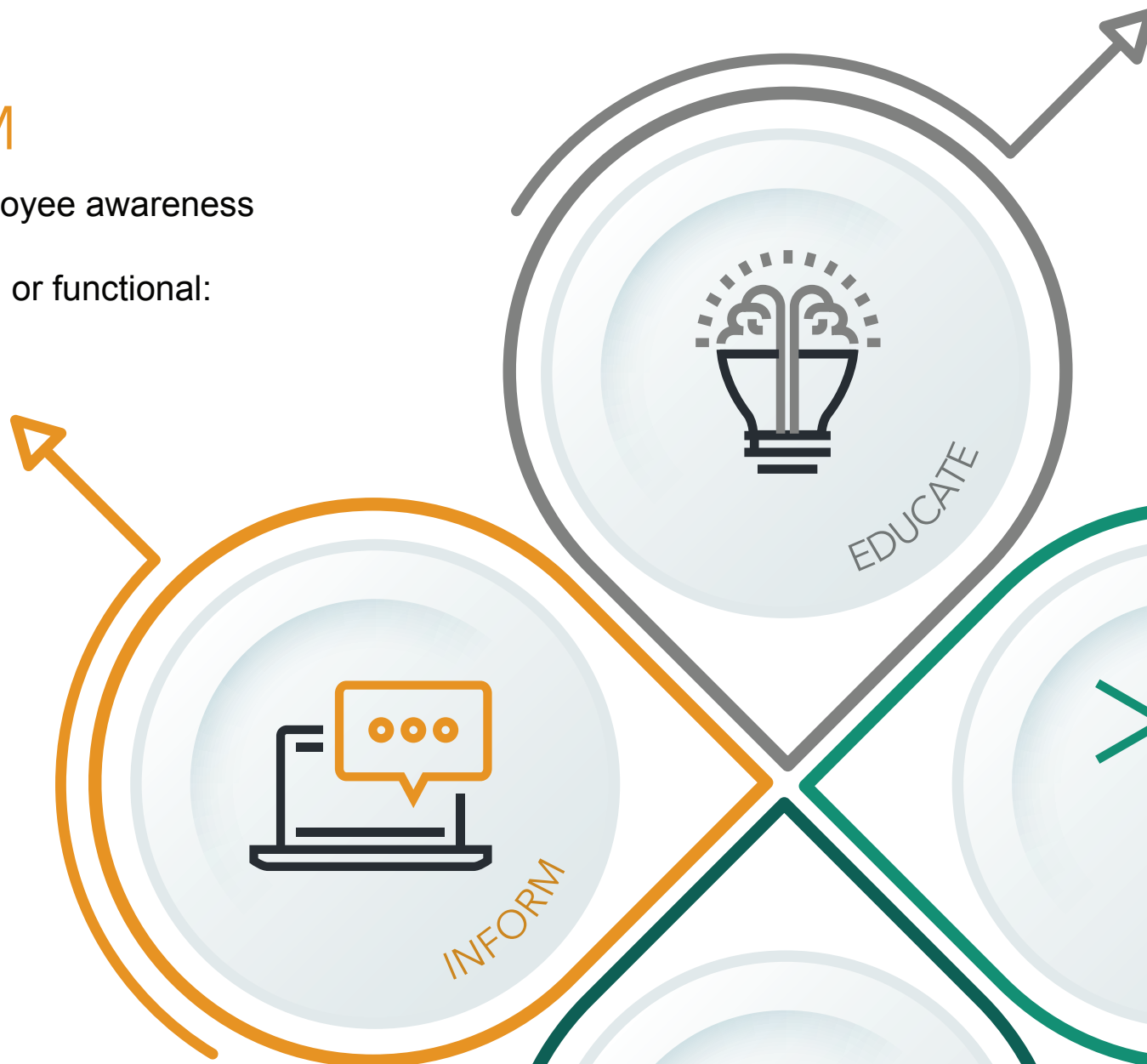
THE FOUR ESSENTIALS TO AN EFFECTIVE EMPLOYEE COMMUNICATION STRATEGY

INFORM

Enhance employee awareness

Organizational or functional:

- Direction
- Priorities
- News
- Results
- Progress



EDUCATE

Build capacity, capability and alignment

- Define success
- Culture
- Values
- Diversity and inclusion
- Accountability

ENGAGE

Develop connection with employees

- Dialogue tools
- Feedback session
- Pulse survey
- Communities and channels

MOTIVATE

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Increase morale and retention

- Organization success
- Team success
- Employee recognition spotlights
- Inspiring stories