

The Keystone of Employee Engagement

“In most organizations, there is significant opportunity to enhance and sustain your employee engagement with employee communications as the keystone and hallmark of your people strategy.”



BE INTENTIONAL

Be intentional about elevating and sustaining employee communications as your #1 employee engagement strategy and make it an ongoing competitive advantage for your organization.



OWN IT

There must be a clear and aligned understanding of who will ultimately own and have accountability for the sustained success of your reimagined employee communication strategy and ongoing efforts.



GET REAL

Get real about the perception and real impact of your current state employee communications efforts. Get real about the effort, time and resources needed to make a difference.



EVALUATE IT

A continual measurement of impact and effectiveness of your employee communications efforts will ensure the investment of time and resources are delivering results with every interaction.



REIMAGINE IT

Reimagine it based on your identified current state. Leverage your strengths and reimagine your gaps and weaknesses. Make changes quick and visible so the organization can see the importance and reap the rewards.

“The two words, information and communication, are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

Sydney J. Harris

