HR Toolkit

Employee Communication

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Introduction

Employee communication encompasses formal and informal communication throughout an organisation, including to and with employees and between employees, upper management and leadership. Effective and well-planned communication is an essential tool in achieving productivity and maintaining strong working relationships. Conversely, poor employee communication can lead to misunderstandings and unmotivated staff who may question their confidence in their abilities and organisation.

Often, organisations have extensive plans to communicate externally with customers and other stakeholders while the same level of care isn't applied internally to their employees. By focusing on strong employee communication, improvements can be made in employee engagement, cultural alignment and employee advocacy. It can also help with general business operations since effective communication and trust can help an organisation create efficiencies.

Leaders and HR managers can create more effective internal communication that scales to their organisation's specific operations by assessing its current practices and goals. Communication isn't a one-size-fits-all component of an organisation; it should be tailored to both the organisation as a whole and to the employees who make up the workforce. By creating and executing an effective communication strategy, employees will better understand the role they play within an organisation, which can lead to an increase in productivity, output and morale. Consider this figure from a Bambu data report:

> 77% of employees feel being updated about company news would help them at their job.

Effective employee communication is vital for employees to thrive in their roles and for organisations to create a more interconnected network of staff, all working toward a common goal.

This HR Toolkit will provide an overview of employee communication, discuss the importance of employee communication and suggest a step-by-step process for developing or updating a communication strategy. Since employee communication can span across degrees of formality, this toolkit will address formal communication strategies and informal communication tactics or initiatives. In addition, the appendix offers supplementary resources, including an employee survey, infographic, planning checklist and more.

Overview

Employee communication refers to how organisations communicate with their employees—and, conversely, how employees communicate with organisational leadership. It encompasses communication among all employees, and it's how organisations keep their employees informed about company information or happenings.

It's essential to link employee communication to overall organisational strategy to ensure effective and consistent business operations. An employee communication plan or strategy can help organisations communicate consistent messages, establish a recognisable and positive employer brand, and deliver information and messages from leadership that are consistent with the organisation's mission, vision and culture.

The Purpose of Employee Communication

Plain and simple, the purpose of employee communication is to keep an organisation's employees informed. Effective employee communication is a vital aspect of the employer-employee relationship, as it shows employees they are valued by the company. By contrast, a lack of communication can make them feel underappreciated, fostering discontentment and low morale. Poor communication may also suggest indifference to employees' performance and result in lower productivity.

The main principles of effective employee communication include the following:

- Clear organisational values

- Communication strategy goals

- Consistency

- A holistic approach, including various channels or employee touchpoints

- Long-term focus

Since organisations should execute employee communication with a holistic approach, communications can impact or help facilitate the following topics:

- Day-to-day operations

- Employee benefits

- Organisational announcements

- Strategic business initiatives

Keep in mind that within employee communication, there are different types of communications happening. Internal upward communication comes from a subordinate to a manager or an individual up the organisational hierarchy. On the other hand, internal downward communication flows from a superior to one or more subordinates. The most frequent workplace communication is internal lateral

communication, which happens among all employees. It's important to be aware of all the different communication lines that exist in the workplace so they all can be effective.

The Impact of Employee Communication

Effective employee communication can contribute to the overall success of an organisation as it often leads to stronger employee engagement and, ultimately, better organisational performance. Effective communication is important because it:

Keeps employees informed

Gives employees a holistic and transparent view of the organisation

Keeps employees engaged in the workplace

Boosts organisational morale

Increases collaboration and workplace efficiencies

Gives employees a voice for feedback, debate and discussion

Good employee communication connects employees with their workplace. When employees feel connected to their workplace, it can help them better understand their organisation's purpose and strategy, identify with its values and develop a sense of belonging. According to a 2020 Gallup meta-analysis of 276 organisations across the globe, highly engaged business teams achieved high performance across countries, industries, organisations and teams. Top-quartile teams achieved 23 per cent increased profitability, 66 per cent increased employee well-being and 81 per cent reduced absenteeism.

Conversely, ineffective communication—which can stem from a poorly aligned strategy, a failure to execute the strategy, the use of the wrong communication channel or bad timing—may increase the chances for misunderstandings, resulting in damaged relationships, broken trust, or increased anger and hostility. According to the Good Work Index survey, one-third of employees reported their manager as poor at keeping them informed about management decisions. When management lacks the time or skills necessary to communicate their agenda, it can lead to confusion at work, frustration, reduced productivity and rumours.

Poor communication can also be a costly mistake for organisations. According to research by Oxford Economics and Unum, the average cost of turnover per employee (earning £25,000 a year or more) is £30,614. However, even employees who remain in the workforce but are disengaged can cost organisations a lot of money. Research from Totaljobs found that unproductive workforces cost British businesses a total of £143 billion each year. The next section explores how to create and manage an employee communication strategy.

Creating a Communication Strategy

Although this section will focus on a suggested step-by-step process of creating and managing a formal employee communication strategy, components and the overall goal can also be implemented less formally in smaller organisations. A communication strategy is a plan to achieve identified communication objectives. To remain authentic, having clear goals tied to the organisation's core values and mission are important. A communication strategy determines the flow of organisational information among employees while establishing and maintaining workplace connections. With an effective communication strategy or plan, organisations are able to deliver clear expectations and objectives for employees.

Surveys have shown that 60 per cent of companies don't have a long-term strategy for their internal communication. Regardless of how large the organisation is, it's critical to have a long-term plan for employee communication. The key to success is to be mindful of communications across all levels of the organisation—and find what's authentic and effective for the organisation and employees.

This section will outline planning, developing, implementing, measuring and evaluating an employee communication strategy. The purpose is to highlight successful components and tactics for communicating effectively in order to create more efficiencies.

The Planning Phase

When planning an organisational strategy for improved employee communication, care and thoughtfulness are essential. Conduct an audit to understand the organisational structure and needs for communicating with employees, including the following:

Mission statement   **Organisational values**

Strategic business goals   **Organisational culture**

A good place to start improving an internal communication strategy is to conduct internal research. When conducting research, consider where the strategy is now and where the organisation would like it to be. While it's important to evaluate current practices and reflect upon their effectiveness, it's also essential to assess organisational goals in regard to employee communication. What is the organisation looking to accomplish with its messaging? This objective will vary by organisation. For example, the goal for employee communication could be to create a more engaged and productive workforce. Consider what's at stake if an organisation does not communicate effectively with employees.

After research, leaders can identify key metrics to track progress and analyse the success of the new strategy. Assessing core metrics can help identify if the new strategy is effective. These metrics to watch when determining the impact of employee communication include employee awareness and feedback, open and read rates, corporate video views, employee turnover, and event and benefit sign-ups.

In addition to assessing current practices, goals and metrics, organisations need to identify all internal stakeholders and assign ownership. The key to a well-executed strategy is to have informed leaders who are responsible for implementing procedures in the workplace. Make sure it is clear who will own employee communication efforts so leaders can be held accountable for their share. Dedicated communication leaders can help unify an organisation's messaging and deliver a seamless communication experience for employees. Similarly, they can also serve as the go-to teammates for fellow employees when they have organisational questions or feedback.

The Development and Implementation Phase

Communication is necessary on several levels, from ground-breaking company information to day-to-day interaction. Additionally, internal communication can be leveraged to have difficult organisational discussions or updates. It can especially help employees stay informed and calm during restructures, mergers and acquisitions. On the other hand, if communication is not transmitted appropriately and with care, announcements may negatively impact employees' morale.

After the planning phase is complete and goals have been identified, it's time to develop and deploy those communications to employees. Keep in mind that communication is an ongoing process, and there's nothing wrong with adjusting the plan along the way. If the information is not achieving the objective or not resonating with employees, updating the communication plan is essential. The next sections explore important aspects of effective employee communication.

Content Selection

First, what is the company news or update? Many types of organisational information should be communicated to employees, including, but not limited to, quarterly check-ins, end-of-year results, standard operations, employee benefits, workplace safety and company culture. Although organisational updates may not seem like an exciting topic, effective communications must support day-to-day operations. Those efforts help establish a strong, honest workplace culture through communicating. Employees will expect communications on a regular basis that address both small and big changes or information.

Here are some examples of common workplace communications:

- **Significant news**—This includes mergers and acquisitions, management changes, new product announcements, organisational crises and company reorganisation. It is essential to inform employees of such news promptly, truthfully and transparently. Nothing hurts employee morale and loyalty more than hearing about something on the morning news rather than from their employer.

- **Quarterly and yearly goals, initiatives and achievements**—Give employees access to company sales data, upcoming and ongoing goals or initiatives, and details on the company's future direction. They want to know that they are working for a healthy, financially solvent company, and they likely will be interested to hear what direction decision-makers are taking the company.

- **Praise and recognition**—Employees want their hard work to be recognised, so make sure your management team finds ways to praise significant accomplishments of teams or individuals.

Whether it's a personal email, an in-person handshake or an announcement on the company intranet, don't let employee achievement go unnoticed.

- **New hires and promotions**—Keep employees in the loop by announcing new hires and promotions to the company or branch. This will help new employees feel welcome and will further the recognition for promoted individuals.

- **Ongoing company news or information**—This could be anything, whether it's about employee benefits, dates for the upcoming company picnic or company policy updates. Additionally, examine how companywide initiatives, such as learning and development and wellness programmes, are communicated throughout the workplace. Through your chosen communication channels, make sure employees are always informed of any information relevant to them. The more involved they are with the company, the more loyalty they will likely have.

Once a content topic has been identified, ask the following questions:

- What is important?
- Why is it important to employees?
- What should employees do?

Content Format

The next factor to think about is the content format. Even if the current information lives as a spreadsheet or long-format report, it doesn't have to stay like to be communicated to employees. Instead, consider how to tailor that content into new, digestible designs like infographics, videos, short blog posts or podcasts. Tailor content to a format that is easily understandable and desired by the specific employees to increase information consumption and retention. Examples of channels and tools will be further discussed in the next section.

Channels and Tools

Next, it's important to evaluate all content channels—mediums through which people in an organisation communicate—and determine which are the most appropriate for the message. These can be current or existing channels or ones that need to be developed.

Channel strategy is not a one-size-fits-all approach. With all the possible channels for communication today, there are plenty of opportunities to supply employees with timely and accurate company news and information. Select a channel that best fits both the objective and employees. The goal is to reach the entire intended audience, so keep in mind information consumption differences between office employees, non-wired employees and remote employees. Here are some common workplace content channels to consider:

Company or departmentwide meetings can help bring all employees together. A town hall meeting can be an efficient way to share information or organisational updates so everyone is hearing the same thing at the same time. Town halls can make leaders more personable—and easily encourage discussion, feedback and healthy debate. If meetings are held virtually, keep those same goals in mind and provide channels to provide feedback or ask follow-up questions. Keep in mind that casual and fun company events are equally important to incorporate messaging and facilitate feedback as employees are together and engaging with one another.

Digital signage can help attract attention to organisational information. Make the most of screens that already exist in the workplace, such as TVs, display walls or screensavers, to reinforce messaging. Digital signage works well to keep non-wired employees in the know. Like with any digital consumption, it's important to update regularly with fresh content to impact the workforce.

Email remains a primary employee communication channel in most workplaces. Be careful not to overuse this channel as employees send and receive many emails each day, and the important company update could get lost in the shuffle or simply ignored. Email can instantly reach a broad audience and is easily accessible across many devices.

Employee education and communication can go hand-in-hand. For example, consider sharing educational resources or holding informational sessions about employee benefits to increase open enrolment. Employee education can work for any organisational mission or goal to help improve employee understanding and involvement. Contact Plan Insurance Brokers for further customisable employee education resources.

Intranets are very common workplace communication channels. If well-designed, an intranet or blog can keep employees up-to-date on news and updates. The downside of an intranet is that employees have to seek out that information actively. Examine ways to encourage discussions or two-way communication on the intranet and address any limitations for employees accessing the intranet outside of the office.

Newsletters can help inform employees on a regular basis. Keep in mind that, when sent via email, newsletters can also be hard for employees to prioritise in their inboxes. Therefore, it's important to get creative with newsletters to engage employees, keep employees up-to-date and make them feel personalised based on location or role.

One-on-one meetings provide employees with the opportunity to meet with their immediate supervisor periodically to discuss expectations, current projects, and concerns or questions on either end. These one-on-one meetings should be separate from any performance evaluations in order to foster maximum openness.

Podcasts are popular in daily life, so consider using that channel to communicate with employees. According to LinkedIn, 42 per cent of people between the ages of 18 and 34 listen to podcasts at least once a week. Podcasts are great for storytelling, so give employees something compelling. Just make sure that podcast efforts and integrated with other channels to capture all employees and reinforce messaging.

Print still can play an effective role in employee communication. Materials including memos, posters and table tents can offer reading material for employees when delivered or placed in the right locations. Print doesn't necessarily invite feedback, so ensure there are other channels to help capture engagement and questions.

Social media, when handled correctly, can be a great way to encourage genuine discussions and information exchanges among employees. Monitor conversations and encourage a healthy exchange of information. A social media policy can help outline and enforce guidelines.

Team leaders and managers can deliver information with a personal approach. Employees may feel more comfortable sharing feedback or asking questions when among others they know well. With an effective leader, this channel can promote discussion, feedback and engagement.

Virtual communication platforms offer a range of tools and channels to help keep multiple departments connected and facilitate collaboration among smaller teams. Common communication apps include Microsoft Teams, Slack and Zoom.

Part of the evaluation process is to think about how employees consume information and use those channels. If employees' inboxes are bogged down or there's low participation on the company intranet, to name a few, contemplate a new streamlined way to break through to employees. For example, virtual communication platforms can sometimes help break through the clutter of the typical working day. Additionally, consider the devices (eg mobile, laptop or desktop) most commonly used by employees to tailor content and channels and ultimately increase consumption and understanding.

Tone

When it comes to communicating, words aren't the only way a message is sent. The tone in which a message is conveyed can have a significant impact on how information is received. Messages meant to be exciting or informative may come off as rude or condescending if the tone isn't considered. Avoid a one-size-fits-all approach. Each employee is unique and will have different interpretations of information depending on the tone of the message. When sending messages and having conversations, always consider the audience and adjust the tone accordingly.

Speaking in simple, jargon-free terms can help communication appear more transparent and honest. If dealing with a sensitive subject, it's best to be upfront. Simple messages are easier to understand and will make any calls to action clear.

Transparency

Even with the best intentions, messages can get lost in translation. Good communication should be transparent and have clear, honest and consistent messaging to avoid confusion or frustration. Employees appreciate being kept informed, so be direct, concise and to the point, especially when delivering bad news or discussing organisational failures. Be open about what is known at the time, promise to inform the workforce when more is discovered and follow through with that promise. This approach gives employees the security of knowing leaders are in touch with them and their concerns.

Delivery

Every type of communication is important. Face-to-face interactions, emails, bulletins and instant messages are all forms of delivery for internal communication, and each type should be considered before executing a message. To decide which medium is best, evaluate the urgency of the topic, the size of the issue or question, how many people are involved and how formal it is.

Soft skills, like emotional intelligence, are imperative to communicating effectively. Make sure emotions take a back seat when trying to get the point across. Keep interactions as professional as possible by listening, being diplomatic and taking constructive criticism. Even if employees are unable to discuss concerns with executive leadership, let it be known that they can come to management with any issue they may have.

Here are just a few ideas for encouraging open communication:

During company or department wide meetings, allow time at the end for a question and answer portion. Leaders need to be sure to answer employees honestly and directly, even if the answer is, 'I'm not sure' or 'I can't discuss that now and here's why…'

When possible, deliver news in smaller group settings to allow for discussion and conversion among employees and management.

Periodic employee opinion surveys can be conducted to keep a pulse on the workplace. To encourage candid responses, make is anonymous. Analyse the results and work to improve items of concern among employees.
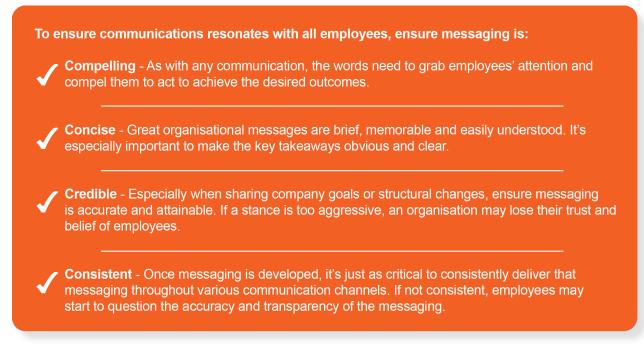
It won't be an option for every work environment, but consider implementing an open-door policy to facilitate transparent and two-way communication. It is also worthwhile to consider how management might become more available and easily accessible to employees. The goal should be to make employees feel comfortable expressing their ideas, concerns and suggestions with supervisors and upper management.

In addition to the message delivery medium and soft skills, leaders should consider the timing of the communication. Assess when employees are the most receptive to receiving information and in which channel. Once it's been established what resonates with employees, develop a publication schedule for consistency. This schedule can be especially useful when multiple employees are responsible for communication efforts.

Lastly, creating a new and effective communication strategy is going to take some trial and error, so don't be afraid to look at methods that haven't been done before. For example, a new spin on a standard channel could be using digital signage to feature employees' workplace Facebook or Instagram photos to reinforce company culture. Be sure to ask for employee input and implement suggestions as is appropriate.

Messaging

Before clicking send, pause and reflect. A strong employee communication strategy hinges on effective messaging.

To ensure communications resonates with all employees, ensure messaging is:

✓ **Compelling** - As with any communication, the words need to grab employees' attention and compel them to act to achieve the desired outcomes.

✓ **Concise** - Great organisational messages are brief, memorable and easily understood. It's especially important to make the key takeaways obvious and clear.

✓ **Credible** - Especially when sharing company goals or structural changes, ensure messaging is accurate and attainable. If a stance is too aggressive, an organisation may lose their trust and belief of employees.

✓ **Consistent** - Once messaging is developed, it's just as critical to consistently deliver that messaging throughout various communication channels. If not consistent, employees may start to question the accuracy and transparency of the messaging.

Employee communication messaging should trigger meaningful connections among employees while still connecting on the larger organisational level.

The Measurement and Evaluation Phase

To truly understand whether an organisation's employee communication is impactful, performance should be tracked, evaluated and modified. It's all about reaching those previously identified organisational goals. The top reasons for monitoring employee communication efforts are to prove value, maximise budget and maximise the team's time.

An employer could measure many different things, so an organisation should identify its own key performance indicators (KPIs) to gauge the effectiveness of its employee communication. Consider the following types of common KPIs to track employee communication performance:

- **Reach**—How many employees are able to access communications. According to Gallup, 74 per cent of employees feel they miss out on company news and information. Leaders can use reach to identify which channels seem to have the most success in dispersing information.

- **Engagement**—How employees are interacting with communications. Among other things, engagement can be measured by evaluating open, read and click rates for company emails and event and benefit sign-ups. In addition, it can help identify which method of communication appears to have the most impact on employee awareness and feedback.

- **Feedback**—How employees are understanding or perceiving communications. Feedback can be gathered through employee surveys, weekly one-on-ones with management, daily team meetings, monthly town halls or quarterly conversations. To have the most success when

obtaining feedback, have a clear purpose when creating surveys or scheduling meetings. Send out agendas ahead of time so employees have time to think of thoughtful responses.

- **Turnover**—How often employees are leaving the organisation. High employee turnover can be costly to an organisation, so identify what is causing employees to leave and how to correct it.

- **Other behavioural outcomes**—Focus on outcomes that are tied directly back to each communication's purpose. For example, if the goal of the communication strategy was to create a more productive workforce, evaluate metrics that indicate the success of that goal, such as output or customer satisfaction.

- **Organisation goals**—Reviewing operational and customer goals can help measure the progress of the communication strategy. If organisational goals are being met, it can indicate higher levels of employee satisfaction that may be stemming from successful employee communication.

It's important to select clear and trackable goals. That sets a baseline for communication efforts, so there is a reference point to measure all work moving forward. Push to get analytics and feedback on the topics that truly matter to the organisation and its employees. You don't have to measure everything; just measure what's considered most important. This undertaking can also help an organisation highlight key issues, pinpoint critical areas for action, and improve.

When changes or improvements are being made, be sure to openly communicate that back to employees so they know that their voices are being heard and respected.

Summary

Effective employee communication is vital to the success of an organisation. It encompasses not only how an organisation speaks to its employees but also how employees are able to communicate with organisational leadership and within teams. Employee communication keeps employees informed, motivated and connected to the organisational mission, whereas poor communication can lead to misunderstandings and frustrated or disengaged employees.

Employee communication can be effective or fall flat depending on the channel, tone and delivery, so a strong communication strategy depends on both the effectiveness of the messaging and how the message is communicated. Therefore, consider different channels of communication, as well as the tone of the messaging. In addition, it's always best to opt for transparency. Being clear, concise and honest in internal communication will help employees feel more connected and create a more receptive audience.

Tailor communications to best support company leadership, management and employees. Taking the time to assess current internal communication practices and discuss future goals enables organisations to create a workforce that is engaged and productive.

Contact us today for additional information and resources about employee communication.

Appendix

This appendix features valuable information, including a survey, infographic, scorecard and communication planning checklist. Please review these resources when designing your own employee communication strategy or assessing overall communication efforts. The information included in this section may require some customisation, and it should only be used as a framework.

Printing Help

There are many printable resources in this appendix. Please follow the instructions below if you need help printing individual pages.

1. Choose the "Print" option from the "File" menu.

2. Under the "Settings" option, click on the arrow next to "Print All Pages" to access the drop-down menu. Select "Custom Print" and enter the page number range you would like to print, or enter the page number range you would like to print in the "Pages" box.

3. Click "Print." For more information, please visit the Microsoft Word printing support page.

Employee Communication Survey

Surveys can be the best way of understanding how employees engage with internal communication. People are likely more willing to provide honest answers if they feel that their responses are anonymous. If necessary, break down the responses by department or role to understand preferences and perceptions. Survey data should be collected in a well-defined manner that helps an organisation assess and pinpoint any problem areas.

To ensure employee communication is effective, ask reflective, open-ended questions, and ask them often. Consider customising questions and available answers when adapting the following survey to discover employee communication benchmarks.

[COMPANY NAME] does its best to provide a transparent, comfortable and productive work environment. To ensure we are doing our part, we would like feedback from you. Please complete the brief anonymous survey below to help us enhance internal communication and updates.

Thank you in advance for your valued participation. Please speak with HR if you have any questions or concerns about completing the survey.

- Does provide adequate information about policies and goals?

- Does provide adequate information about important changes?

- How transparent does that information feel?

- How do you prefer to receive company updates and information?
    - Email
    - Intranet
    - Department meetings
    - Company meetings
    - Other

- How often do you prefer to receive company updates and information?
    - Daily
    - Weekly
    - Twice a week
    - Other

- Which days are best for you to receive internal communication?

- What communication channel or method do you utilise the least or find most ineffective at ?

- How seriously and effectively does take your feedback and suggestions?

- How effectively does act on the feedback you provide?

- How can improve employee communication?

EMPLOYEE COMMUNICATION
SCORECARD

Communicating effectively with employees is consistently a top priority for businesses. Falling short in this area can make employees feel underappreciated, which contributes to low morale and decreased productivity. Now more than ever, technology makes it simple to communicate with your workforce. However, doing so effectively can still be challenging. Complete the scorecard below to see if you are doing everything to communicate effectively.

Instructions: Begin by answering the questions below. Each response will be given a numerical value depending on the answer. After completing the questions, total your score using the scale at the bottom of the page.

Yes: 0 points | **No:** 2 points | **Unsure:** 2 points

QUESTIONS	YES	NO	UNSURE	SCORE
1. Do you offer monthly newsletters on topics employees find interesting?	☐	☐	☐	
2. Do employees receive easy-to-understand descriptions of their benefits prior to open enrollment?	☐	☐	☐	
3. Are you reaching out to employees through methods besides email, like social media or mail-home flyers?	☐	☐	☐	
4. Does your organization hold in-person, all-staff meetings at least once a year?	☐	☐	☐	
5. Are your internal communications written so that everyone can easily understand them?	☐	☐	☐	
6. Are employees kept up to date on important news regarding the company, like mergers, executive-level structure changes or open positions?	☐	☐	☐	
7. When relaying important news, do you set aside time for employee questions and feedback?	☐	☐	☐	
8. Have you surveyed employees in the past two years about their preferred methods of communication?	☐	☐	☐	
9. Do employees receive praise in a semi-public forum, like a team meeting or an all-company email?	☐	☐	☐	
10. Are employee promotions announced to individuals outside of the immediate department?	☐	☐	☐	
TOTAL SCORE				

Low risk: 0-6

Medium risk: 7-14

High risk: 15-20

CHECKLIST | EMPLOYEE COMMUNICATION STRATEGY

Presented by Plan Insurance Brokers

Sixty per cent of companies don't have a long-term strategy for their internal communication. Regardless of how large your organisation is, it's critical to have a long-term plan for employee communication. The key to success is being mindful of communications across all organisational levels—and find what's authentic and effective for both the organisation and employees.

Use this checklist as a suggested step-by-step process of creating and managing a formal employee communication strategy. Components and the overall goal can also be implemented less formally at smaller organisations.

Planning	
Conduct an audit to understand the organisational structure and specific needs for communicating with employees, including: • Mission statement • Company values • Company culture • Strategic business goals	☐
Evaluate the need for a communication strategy (eg inform employees, improve employee engagement or restore employee morale).	☐
Identify communication stakeholders across multiple departments.	☐
Assign dedicated communication leaders to help unify messaging, deliver a seamless experience and provide a go-to contact for employees.	☐

Developing and Implementing	
Identify organisational updates or news to communicate.	☐
Ask the following questions about the content topic: • What is important? • Why is it important to employees? • What should employees do?	☐
Assess current content format and tailor to a new format, if necessary.	☐

Consider available channels and identify the appropriate channel(s) for the topic.	☐
Identify and tweak tone, if necessary, to be transparent, honest and jargon-free.	☐
Ensure two-way communication so employees can provide feedback or ask follow-up questions.	☐
Pay attention to the delivery and timing of the communication.	☐
Ensure communication messaging is: • Compelling • Concise • Credible • Consistent	☐

Measuring and Evaluating

Identify key performance indicators (KPIs). Common KPIs include: • Reach • Engagement • Feedback • Turnover • Other behavioural outcomes • Organisational goals	☐
Set clear and trackable goals as a baseline for communication efforts.	☐
Create and deploy employee surveys to discover employee communication benchmarks.	☐
Evaluate communication performance and effectiveness based on KPIs.	☐
Identify errors, gaps, improvements or successes.	☐
Ensure employee feedback is addressed and those actions are shared with employees.	☐
Update or enhance communication efforts and tactics as necessary.	☐

Use this checklist as a guide when sharing company news or updates with employees. For assistance with employee communication, contact Plan Insurance Brokers.