

## Communication Strategy

Company Mission/Vision/Strategy/Purpose: (why do we exist?)

2020 Company/Business Unit/Dept Priorities: (by quarter/year/monthly)

Priority 1:

Priority 2:

Priority 3:

Company Values: (behavioral agreements)

Diversity, Inclusion, and Belonging Vision: (for employees to be seen, heard & valued)

Employee Engagement Actions: (from survey results, etc)

The Four Pillars of Integrity (from the Hendricks Institute w/a biz communications lens)

- Impeccable Agreements:
  - write out what agreements are in place or need to be updated
- Authentic Speaking & Resonant Listening:
  - identify comms qualities such as transparent, consistent & list where there's feedback loops existing and gaps
- Emotional Literacy
  - identify comms qualities such as empathy, honesty
- Healthy Response-ibility
  - identify how you will respond, how quickly, set expectations w/employees

## Key Messages

1. What does the team need to focus on to achieve objectives?
2. What needs to change?
3. What needs to remain constant?

## Communication Strategy Framework

Audience	Channel(s)	Frequency	Purpose	Owner
Exec team				
People managers				
Specific BU				
All employees				

Communications Plan Ingredients - Plans support specific programs, changes, actions and must abide by and align with the strategy

- Summarize the Situation (Situation Analysis)
- Determine Your Desired Outcome (Objectives, SMART goals)
  - What do we want employees to...
    - KNOW
    - FEEL
    - DO
- Define Your Audience(s)
- Develop Your Messages
- Identify how your plan supports a broader effort (strategy)
- What Channels and Tactics You'll Use
- Measure Your Progress (hard and soft measurement)
- Assign owners
- Include areas where people can leave notes or updates on progress
- Deadlines (drafts, final, release)

Example:

Week Of	Dates	Objective	Specific Message/ Topic	Forum Type	Channel	Medium of Message	Deliverer	Deliverer Prep Time Required (hrs)	For Audience	Creator	Creator Prep Time Required (hrs)	Status	Comments	Links to Materials

Include in messaging:

- **What** - What's the decision? What does it mean? What should I know? What's in it for me?
- **Why** - Why is it the right decision? Why now? Why is it important?
- **Where** - Where is this decision coming from? Where/what locations will it affect? Where can I get more information?
- **When** - When is this happening?
- **How** - How was the decision made? How will it be implemented? How will communications flow internally and externally? How does it impact me?
- **Who** - Who made the decision? Who's in charge? Who does it impact?