



How to create an employee communication strategy that promotes **engagement and recognition**

Companies today experience unique challenges when it comes to communicating to their employees. It can often feel like over-communicating with never ending meetings and emails or not communicating enough about what employees consider key to feeling connected, engaged and

inspired. Building a strong culture, especially for teams with decentralized locations and remote employees, is one of the top 3 priorities for Chief People Officers and People Ops leaders in support of their CEO and divisional leadership.

Start by creating a strategy on employee communications:

1. Set up a cadence for communication
2. Select the method of communication
3. Select the type of information you want to communicate
4. Think about who needs to stay informed
5. Choose a system that helps you automate and standardize your communications strategy

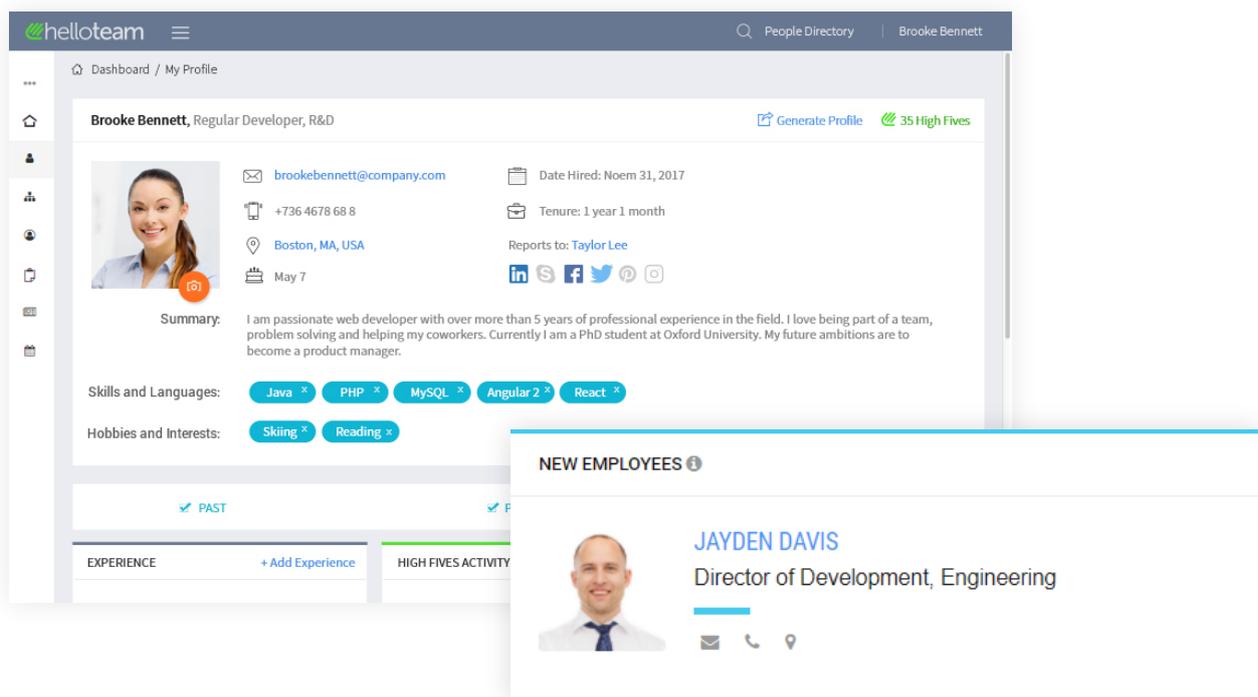
The key to communication is
CONSISTENCY!

Here are some Actionable Tips on key components of your employee communications strategy.

New Employees

New Employees - Your team wants to be in the know when a new member joins. They want to get to know the background of the new person, where they joined from (college or last employer), their new title, department, if they will be working at the HQ or a different location, or from home, who their new manager will be, what their key skills are and what they will be responsible for in their new job. It's also good to share some insight on

hobbies and interests the new employee may have. It helps strengthen the culture when people can identify others with similar interests outside of work. New employees should be introduced into the company within 3-5 days of their first day. Not only will it keep current employees "in the know" but also provide for a welcoming and engaging experience for the new hire.



Birthdays

When your organization is growing fast it's hard to remember and congratulate everyone on their special day. Just because it's hard, doesn't mean we shouldn't do it. Pick a day in the month when all employees who have birthday during that month are

recognized and celebrated. You don't have to make a big production - an announcement to the company and a happy birthday card is all it takes. Your employees will thank you!

BIRTHDAYS	
	AVA BERT 🎂 Today
	MASON JONES 🎂 Tomorrow
	ISABELLA SMITH 🎂 07 May

ANNIVERSARIES		
	SOPHIA MASON 1 year anniversary	01 May
	EMMA BELL 2 years anniversary	01 May
	WILLIAM JOHNSON 3 years anniversary	01 May

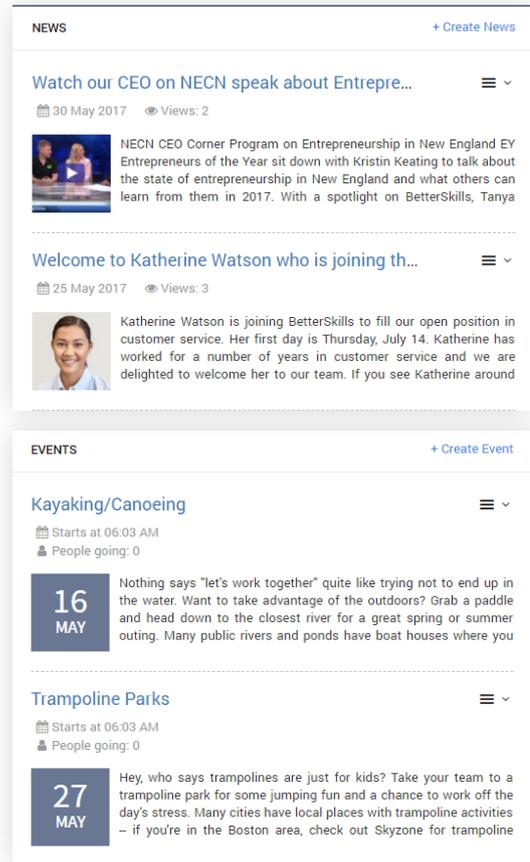
Anniversaries

In an economy where average tenures are decreasing, job anniversaries should be recognized throughout the company often and with some fanfare attached. It shows that the company is committed to its employees and

appreciates their commitment in return. Anniversaries should be acknowledged with an announcement throughout the company and at the all-hands meetings, preferably by the CEO.

News and Events

More often than not companies have global teams, and sharing news that is important to a decentralized team can bring all closer to the culture of the company and make everyone feel connected. Communicating to employees about external and internal events makes them more sympathetic and in touch with the rest of the business. For example, posting news that the company is exhibiting at a conference and cheering colleagues who are there to represent the company boosts morale and camaraderie.



Open positions

Announcing open positions on a regular basis helps fuel the growth of a company as well as provides opportunities for upward mobility that otherwise employees may not be aware of. Employees do not typically go to their company's career page to see which positions are available inside the company, and can apply for a new posi-

tion of interest. They may not be aware to refer their professional network. Often times recruiters and talent acquisition professionals are evaluated on employee referral numbers since that is the most effective and inexpensive way of acquiring new talent.

Promotion and Job Changes

Promoting within is a natural morale booster. Announcing and celebrating promotions helps people find role models to emulate their careers after and understand what it takes for upward mobility in their organization. Announcing job changes is also equally important because it shows that the company is invested in their employees and is willing to capitalize on the strengths of their existing employees

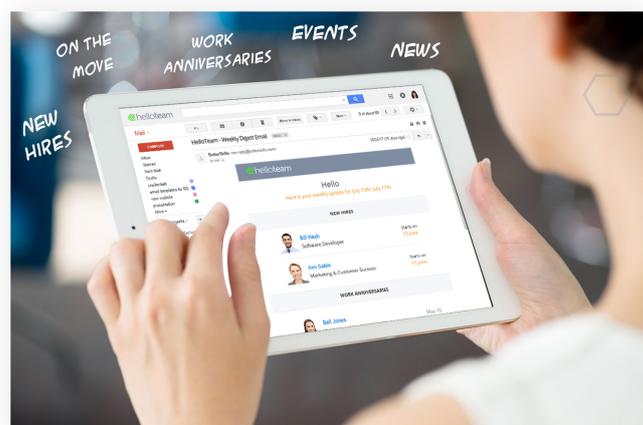
by offering a different internal opportunity, even if it is a lateral move.



HR and Regulatory Communication

It is crucial to communicate changes in benefits and laws that can affect employees and their families. Human resources policies and procedures ensure consistent message throughout the organization. By communicating these policies and procedures frequently HR allows both managers and employees to be equipped with the information they need to understand

their own responsibilities in the workplace and prevent potential issues.



Recognition for great work or helping a colleague

Frequent and visible recognition, especially given by peers, is proven to be one of the most effective ways to keep employees engaged, positive and motivated to continue doing great work. Studies show recognition

has a physiological impact on performance, and that the top 25% most engaged teams experience a 65% lower turnover than their less engaged peers.



Top Company Goals

Understanding the mission, values and underlying objectives to achieving these goals helps employees feel connected to the mission of the company and find purpose in their own work. Communicating the top company goals frequently and in a transpar-

ent way focuses effort, fosters collaboration and ensures everyone is working towards achieving the same results. There are many great methodologies, like SMART goals or OKRs, that can be adopted, depending on the culture of the company.

Performance Against Goals



Setting clear and measurable goals, and communicating them, is the first step of accountability. Having a communication system for continuous loop on performance keeps everyone in sync and committed. When the

goals are achieved we tend to celebrate and keep the positive momentum but it is equally important to have a transparent retrospective that lets employees feel part of the process.

Organizational communication needs to evolve over time to support organizational growth and put the company in a position to achieve its strategic objectives.

Chief People Officers, People Operations, Human Resource leadership and other People leaders should carefully consider the overall culture of the organization when developing and implementing their overall people communication strategy.



Our goal should always be to create a program that supports a positive, engaged and motivated organization that promotes talent as the key to organizational success.