

HOW TO ENGAGE THROUGH [EMPLOYEE] COMMUNICATION



MAKING IT PERSONAL

RELEVANT 1

- Timely and intentional
- What's in it for me
- Interesting and informative
- Personalized content



CREATING CONNECTIONS

2 INTERACTIVE

- Creates action and dialogue
- Invites ideas and insights
- Reciprocal
- Captivating



ONE SIZE DOES NOT FIT ALL

VARIED 3

- Match message with medium
- Video
- Audio
- Print and email
- Engaging



CONNECTING AT ALL LEVELS

MULTIDIRECTIONAL

- # 4
- Top down
 - Bottom up
 - Enterprise-wide
 - Targeted channels