





## Assess current situation

- Analysis of existing channels, how often they're used and who owns them
- Reminder of business objectives
- Do you need buy in from other stakeholders in order to push things over the line?



## SWOT analysis for full picture of current status

- Is productivity as high as it could be?
- Are staff receiving or able to access accurate information?
- Are messages consistent and regular across the business?
- Do employees understand the company culture?
- How does employee retention measure up?
- Do your people enjoy the time they spend at work/working?
- How often do your people use your company comms or intranet platforms?
- How many internal comms tools are used within the company and are they used to their full potential?
- Use analytics and colleague/stakeholder/customer feedback to feed into this

 <b>Strengths</b>	 <b>Weaknesses</b>
 <b>Opportunities</b>	 <b>Threats</b>

## Pick out priorities and create actionable comms objectives aligned with business objectives

Consider:

- Objectives based around knowledge of internal comms, ie intranet
- Impact on employee attitudes ie x% of employees prefer to share and receive company-wide updates via intranet than via email
- Behavioural goals ie x% of employees log into intranet at least once a week

**Example objective:** Have 85% of the workforce active either on desktop or mobile version of the intranet within the first month of launch

1



2



3



## Audience segmentation

- Audience: Stakeholders, senior leaders, office staff, deskless staff
- Locations, employee lifecycle, function, country, department
- Requirements: What do they want to know, where do they want to access it and how do we reach them?

<b>Audience</b>			
<b>Location or function</b>			
<b>Requirements</b>			

## Strategy & tactics

What tools will you use?

Video

Notices

Timeline updates

Other(s)

Blogs

News

Hubs

Town halls

Mandatory reads

Employee recognition

## Create an internal comms calendar

To support you in being more strategic rather than just reactive with internal comms

- Plan out monthly and weekly calendars so that you can visualise when important dates are coming up
- Share your calendar with any other intranet managers so there is full visibility on what's coming up and when there may be space to share ad-hoc updates
- Consider the best content format for each update, where it will be posted and who to
- See example weekly calendar to the right

	Mon	Tues	Wed	Thurs	Fri
<b>Content</b>	Article: Monday management round-up	Article and video to launch staff survey	Event: Monthly EDI network meeting	Poll: vote on local charity initiatives	Article with attachment: Next month's menu release
<b>Audience</b>	UK only - regional managers	All staff	EDI committee members only	All restaurant staff - separate polls to each region	All restaurant staff and managers
<b>Publisher</b>	UK Director	CEO	EDI committee lead	Local regional manager	Food team at Head Office
<b>Push notification?</b>	No	Yes	No	No	Yes

## Review

What will your testing process look like?

- Narrow down your objectives and review your strategy on a regular basis. Note down anything that could be improved.

Strategy Success:



 Testing notes

 **Additional Notes.** Any additional topics or questions you need to consider when planning your internal communications strategy.