

How You Can Design Employee Communication Strategies that Engage Employees

*(and can be measured
by business outcomes)*



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Three basic questions to ask about your employee communication strategies

There are some basic questions that you need to ask if you employee communication strategies are going to firstly engage employees, rather than simply inform and secondly for those strategies to be measured by business outcomes.

This fact sheet aims to clarify the following:

1. **The difference between employee communication strategies that engage rather than simply inform**
2. **Identifying business data that will demonstrate the impact of your employee communication strategies on the customer experience**
3. **The importance of the “Aha! Moment” to focus employees on the customer experience**

The outcome of the above is an engaged workforce that is focused on the customer experience that impacts on business outcomes. Note the importance of linking the employee with the customer experience. If your focus is this in employee communication it is easier to establish the direct link between your strategies and business outcomes. It also creates a greater sense of engagement amongst your employees because they feel a significant increase in empowerment and understanding in how their role supports business outcomes.

So lets get started.....

I talked earlier about needing to ask yourself some questions about your employee communication strategies, these are:

What are your 3 greatest challenges in employee communication right now?

Think of a major employee communication issue that you have either recently dealt with or are currently

List the methods and tools that you are using to communicate with employees

When I talk about employee engagement I mean:

**The business issue means something to employees personally–
Employees understand the reason why– Employees feel part of the
process**

Now going back to the earlier questions, can you establish whether the tools and methods you are using to communicate with employees engagement strategies or information tools? Engagement tools are designed so that there is some involvement of the employee. Information tools mean that you are telling employees something, it is information sharing not an opportunity to become involved.

**This is important because your
ultimate aim in employee communication
has to be to create the “Aha Moment”.**

What is the Aha! Moment?

The Aha Moment is based on information that does the following:

- ◆ Challenges the employee's belief about an aspect of the business
- ◆ The information that suddenly helps employees say:
 - "Now it makes sense"
 - "Now I understand"
 - "Now I can do something about it"

How to find out what that data is the will cause your employees to go "Aha"!

Focus group research – this allows you to do the following:

- ◆ Ask employees about your business and thoughts on competitors
- ◆ Identify largest gap between what customers think and what staff think customers think
- ◆ Identify what would create a paradigm shift in employee's thinking
- ◆ Identify how you will measure the impact of the change in employees thinking
- ◆ Determine how significant is it to achieving the business objectives

Focus Group Outcomes

Once you have your focus group outcomes, you can then begin designing employee communication strategies that engage employees. You should have a clear understanding about what employees know and what the facts are, and the gap between customer and staff research. Most importantly you then identify a business issue that you feel sure your strategies can impact on and work together with that area to implement an employee communication strategy that can be measured by business outcomes.

Finally.... 7 key factors in an employee communication strategy

To move forward and realign your employee communication tools and techniques as part of a new employee communication strategy you need to ask the following questions:

1. Are you aware of the business strategy or issue facing your organisation, division or department?
2. How effectively do your current employee communication tools address that issue or strategy?
3. Have you examined customer satisfaction data, do you know the precise areas where there could be improvement?
4. Do you know the key issue, the “Aha!” factor that will create a new paradigm for employees?
5. Do your employee communication strategies engage or simply inform?
6. How do you measure the impact of your strategy on the business?
7. Are you aware of marketing data and what customers and staff think of your brand?