

employee engagement **CONNECT**

Boston | September 16, 2019

Improving Organizational Communication

Note	Contact
Asking the <u>most accountable</u> employees what they need to hear + how they need to get information	Missy Steiman, Simply Business
Ensure + engage in full transparency	Carolyn Regan
Keep leaders accessible+ approachable ("lunch w/ the CEO" etc...)	
Less emails. Streamline communication - once a month. Provide a link	
Challenge: Employees feel communication is not meaningful or effective Solution: Developed mobile app for all employees w/ information opportunities to share/engage, get company updates, provide feedback and interactions.	
We ran a campaign called "You Said, We Did" on Yammer + highlighted tangible results/ actions	
Diversify the types of communication (use podcasts, short 60' videos) with long messages coming from senior management about transparency	
Find the "Forcing Functions" to drive change need & communicate from the top. - It's owned by org.	
We run quarterly "Ask Me Anything" for the leadership to host on Yammer/Sli.do	
*Overcommunicate- Emails from leadership, Monthly business updates, Functional leaders keeping in close contact with their employees	
Instituted weekly "5 Things" newsletter. Quick hit info ee's need to know.	
Improved outcomes activation + participation in engagement programs - esp. ESG-related	Susan@wespire.com
Using intranets as a way to improve communication focus on strategy and facilitate change management initiatives	

1) It is important to get buy in & support from your senior leaders & stakeholders so they can drive messaging from the top down. 2) It is also key to engage from the bottom, up- find out how your population likes to receive messaging... what mediums... and give them a chance to be ambassadors & change champions among themselves	
Use technology to implement 2-way comms: + Conversations - top down. Social media is a tool to be used in favor of comms	
How can you approve communication with a workforce on 3 different shift, 60 locations + no access to email?	