



Get inspired
to make communication
more visual

Three steps to
elevate internal
communication
during change



Are you ready to level up your next change communication campaign?

Start by emphasizing visuals and design elements that will help you attract attention, influence perceptions and leave a lasting impression.

These three steps will help you get there.



STEP

1



Kick off a new communication campaign

- Facilitate a meeting** with key players to answer these important questions:
 - How does this impact employees?
 - What do employees need to know about it?
 - How should employees feel after it?
 - What do employees need to do differently?
- Shape your change communication objectives** based on what employees should know, believe and do. Then, consider how visuals will help communication resonate with employees. Brainstorm visual themes and imagery.
- Identify opportunities to incorporate visuals**, such as a complex process, timeline or priorities that are important to remember.

PRO TIP

When visualizing a process, divide planning meeting attendees into teams and ask each group to sketch the process. Then compare the drawings: Where are they consistent? Where are there incongruities?



STEP

2

Develop the visual elements

- Define your change story** and design images to help bring big concepts to life.
- Establish the visual identity and create supporting assets** that will make your communication recognizable, such as custom graphics, a distinctive logo and a punchy tagline.
- Break down and organize complex topics** to help employees consume and retain key details.

PRO TIP

To start developing your story, plot a story arc using visuals that map key points or milestones in a compelling way.



STEP

3



Make it stick



- Create an identity guide** (including imagery, logo, tagline, colors and fonts), so those who have a communication role know how to use the visual assets.
- Provide templates** to ensure the uniform use of the identity (e.g., PPT, Word document, video open/closing, logo/tagline files, digital signs, etc.).
- Share a communication plan** that defines when and how to use the resources you created.

PRO TIP

Think of your identity as one of those for dummies books: simple, instructional and helpful.



The internal communication strategy experts

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