


'Smart guide

# Conquer tough employee communication challenges

---





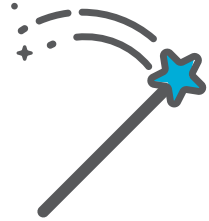
Engaging employees  
can be tough. After all,  
people are so busy and  
distracted these days.

But you don't have to let the obstacles get you down—with these 6 suggestions for overcoming even the toughest challenges.



# You'll learn how to:

---



1

Create an achievable communication plan



2

Build intriguing PowerPoint presentations



3

Control employee “buzz” after announcing a big change



4

Make content easier to find on your intranet



5

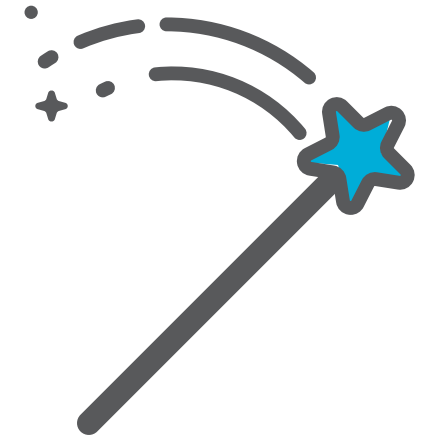
Encourage employees to participate in voluntary benefits



6

Evade that uncomfortable silence during town hall Q&As

# 1



---

## Create an achievable communication plan

Create an achievable communication plan

# Answer the question: Where are we now?

Create a situation analysis to set  
content and get everyone  
on the same page



Create an achievable communication plan

# Define key audiences

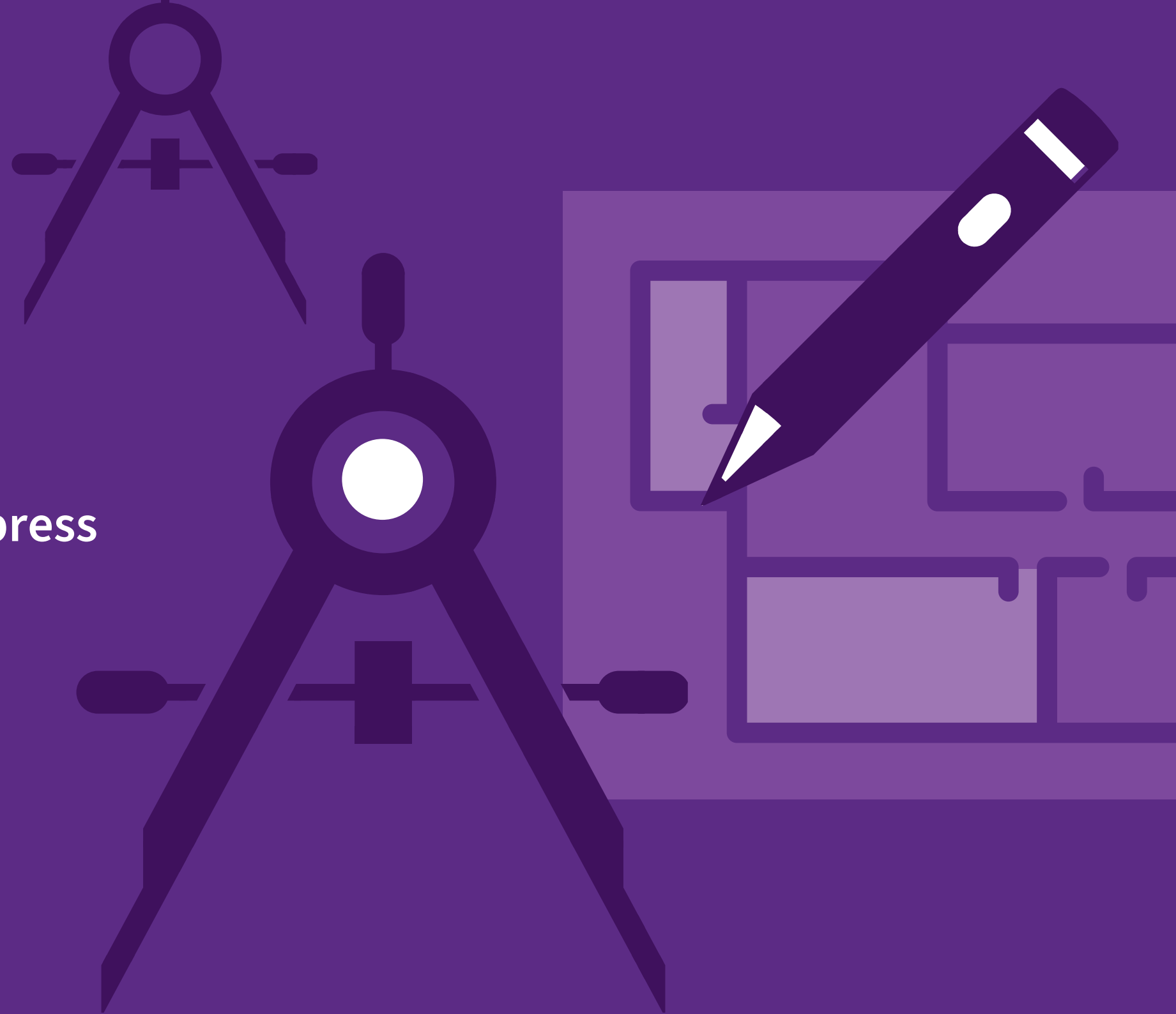
Be as specific as possible to describe important segments



Create an achievable communication plan

# Set objectives

Your objectives should be specific, actionable and measurable to help you express what success looks like





Create an achievable communication plan

# Develop strategies

This is the “how” of your plan, which outlines your approach for reaching your objectives



Create an achievable communication plan

# Describe tactics

When proposing something new, make sure you provide plenty of details so stakeholders can understand what you mean.



Create an achievable communication plan

# Create key messages

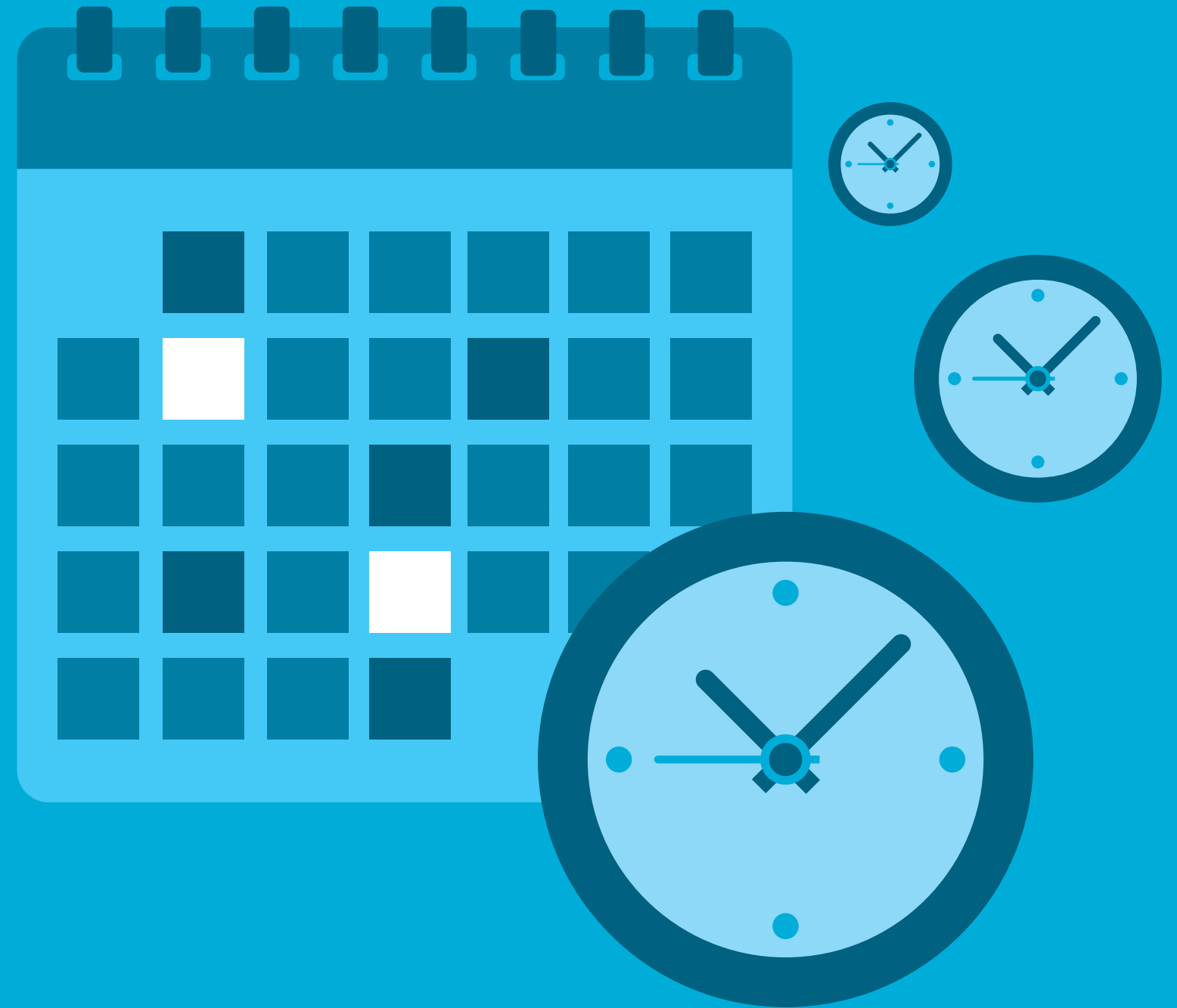
Targeted messages ensure that everyone gets consistent and focused information



Create an achievable communication plan

# Include a timeline

Mapping out how and when  
your program works helps  
create a complete picture



# 2

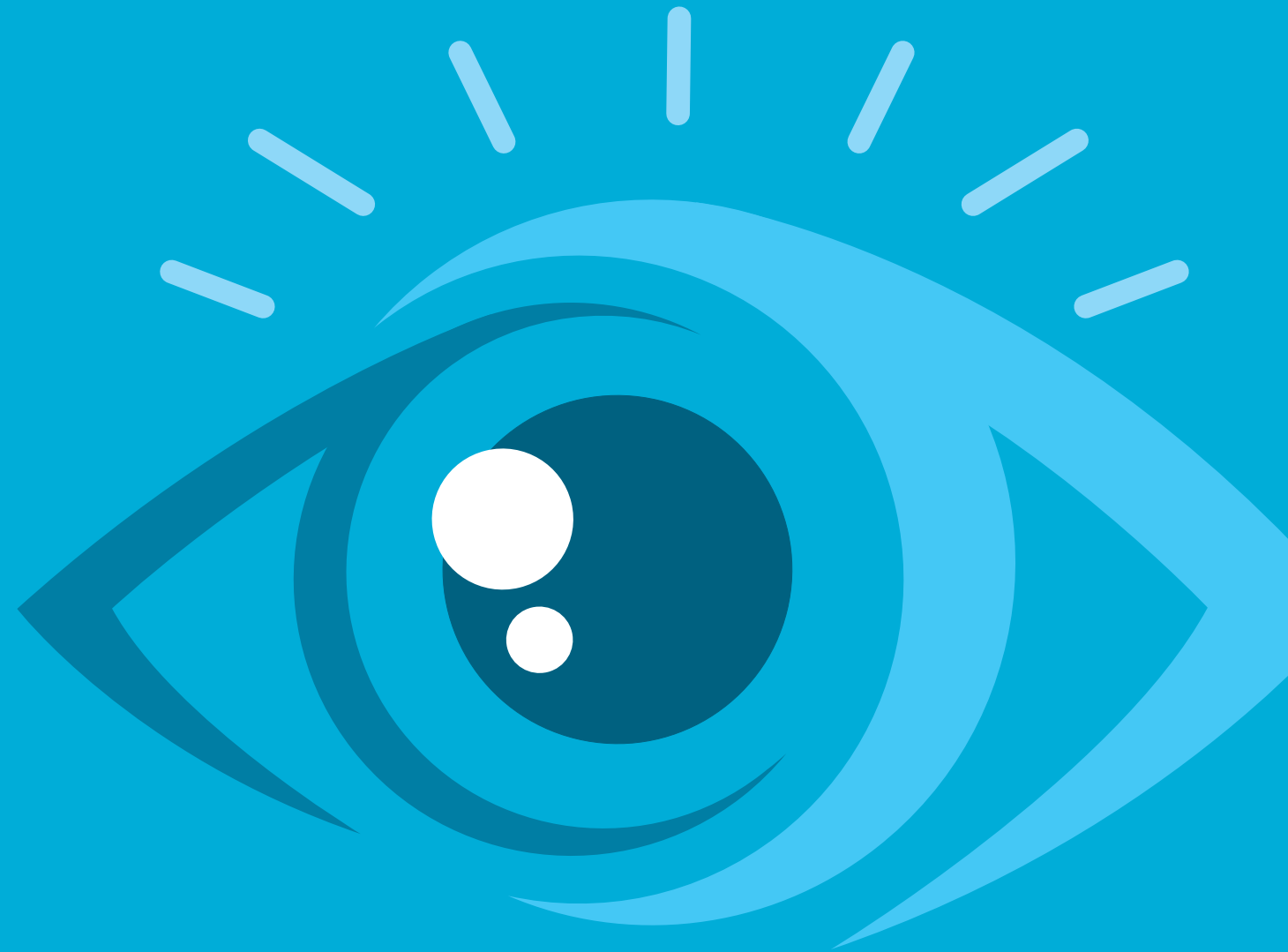


---

## Build intriguing PowerPoint presentations

# Utilize good design

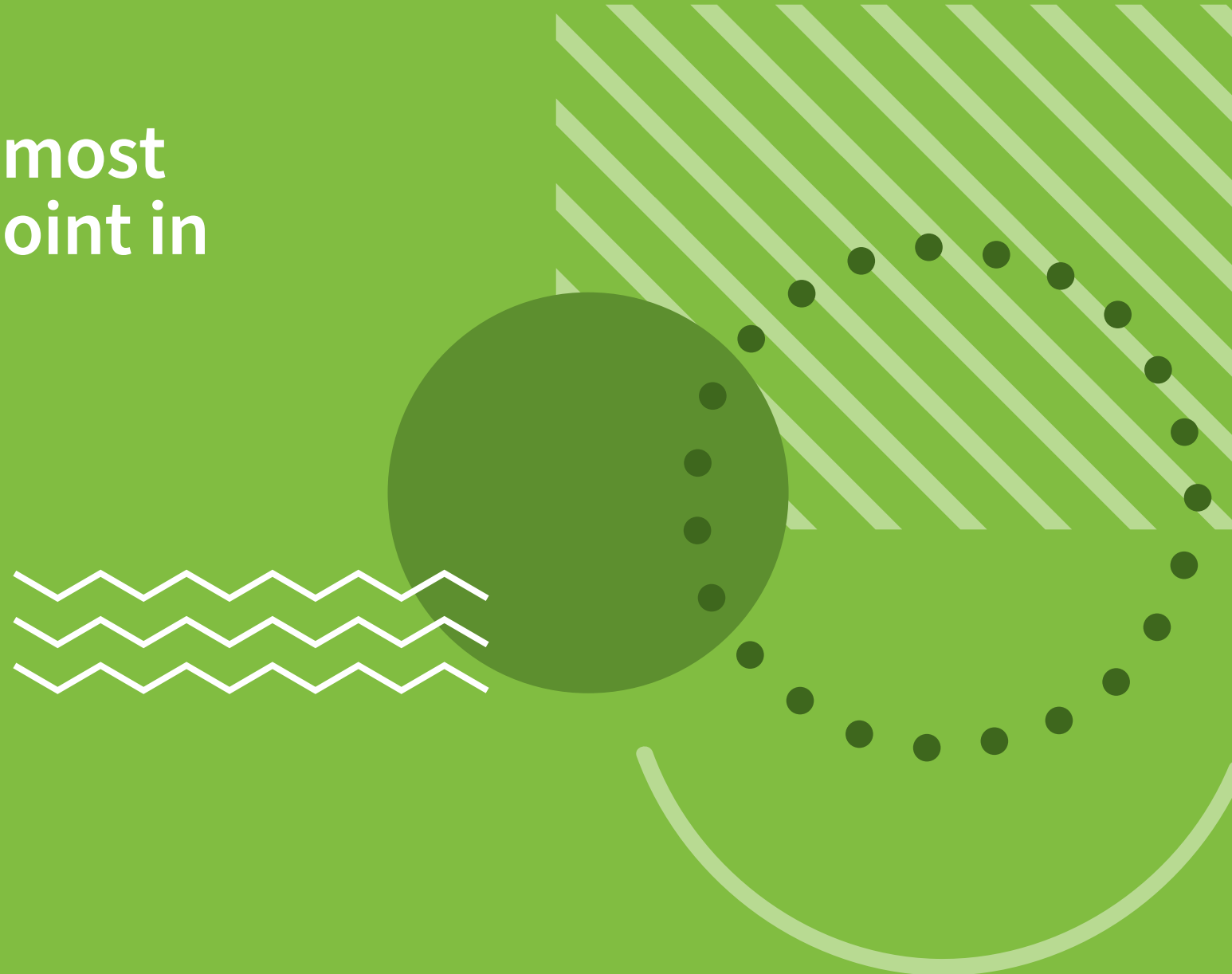
When it comes to presentations, PowerPoint is usually the “weapon of choice.” You need to utilize good design to tell your story instead of being defeated by text.



Build intriguing PowerPoint presentations

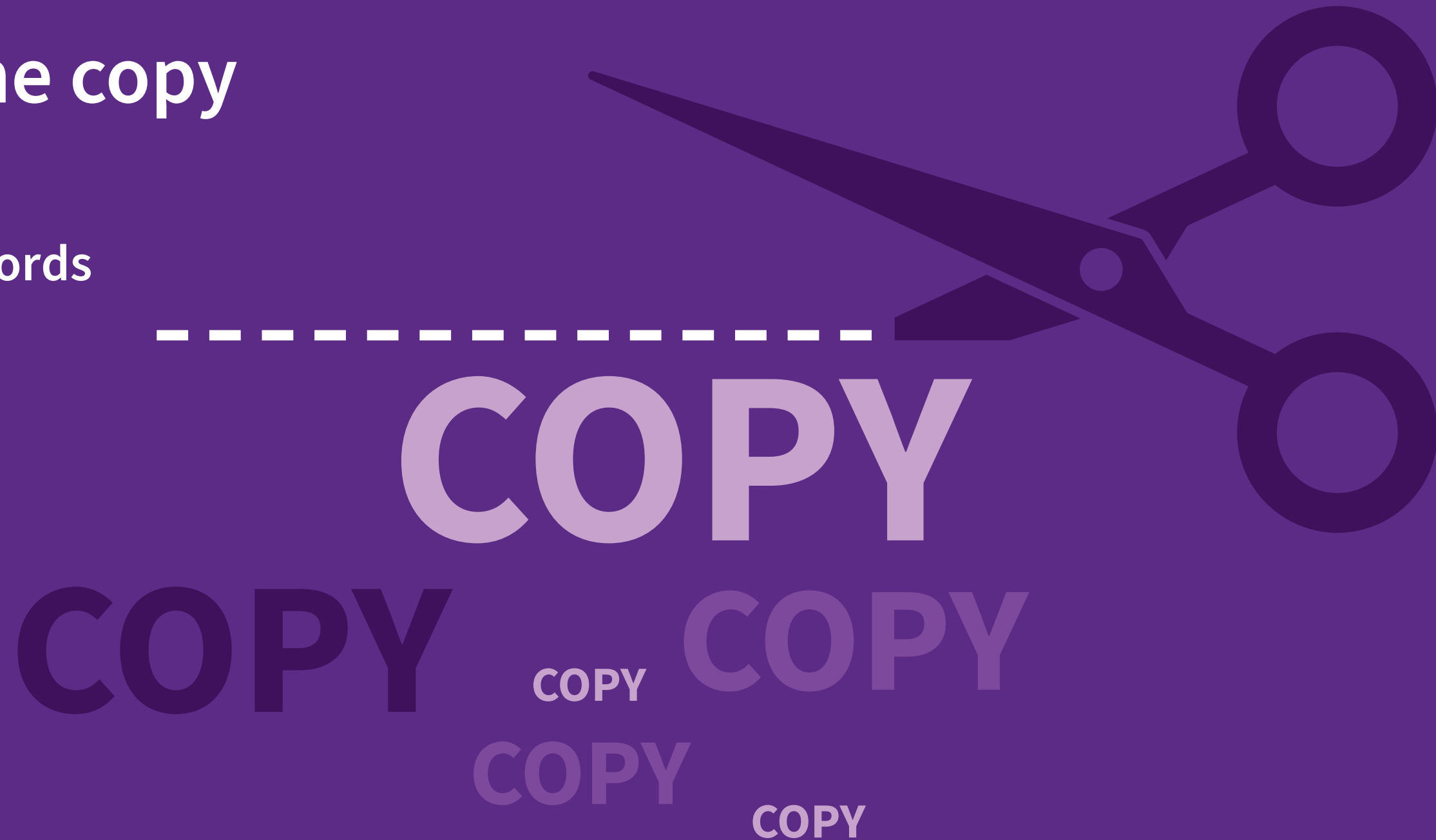
# Use shapes

Call out the most  
important point in  
the slide



# Reduce the copy

Boldface key words  
and phrases





Build intriguing PowerPoint presentations

# Add color

Emphasize important  
information



Build intriguing PowerPoint presentations

# Include icons

Add interest and help  
the audience understand  
key concepts



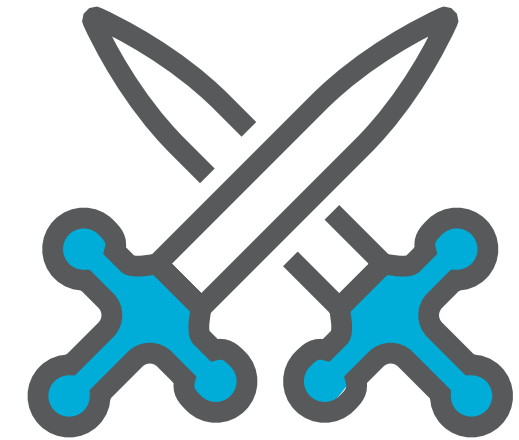
Build intriguing PowerPoint presentations

# Use a photo

Photos help convey meaning



# 3



---

**Control employee “buzz” after  
announcing a big change**

Control employee “buzz” after announcing a big change

# You can crush the gossip head-on

Treat “buzz” as an opportunity for listening to concerns, addressing issues and providing accurate information as it becomes available.



Control employee “buzz” after announcing a big change

# Identify change advocates

Advocates are selected from across the enterprise to become knowledgeable about the change, and to share that knowledge with those in their part of the organization



Control employee “buzz” after announcing a big change

# Collect questions and concerns

Compile the questions asked at face-to-face sessions and online. Ask leaders and managers what they’re hearing. Look for opportunities to craft communication to respond to employees’ questions and concerns



Control employee “buzz” after announcing a big change

# Leverage social media

Use company social media to stimulate discussion by encouraging employees to ask questions and involving a leader or subject matter expert to address them





Control employee “buzz” after announcing a big change

# Share success stories

Good news has a positive effect on buzz. The best examples are real employees telling their own stories.



# 4



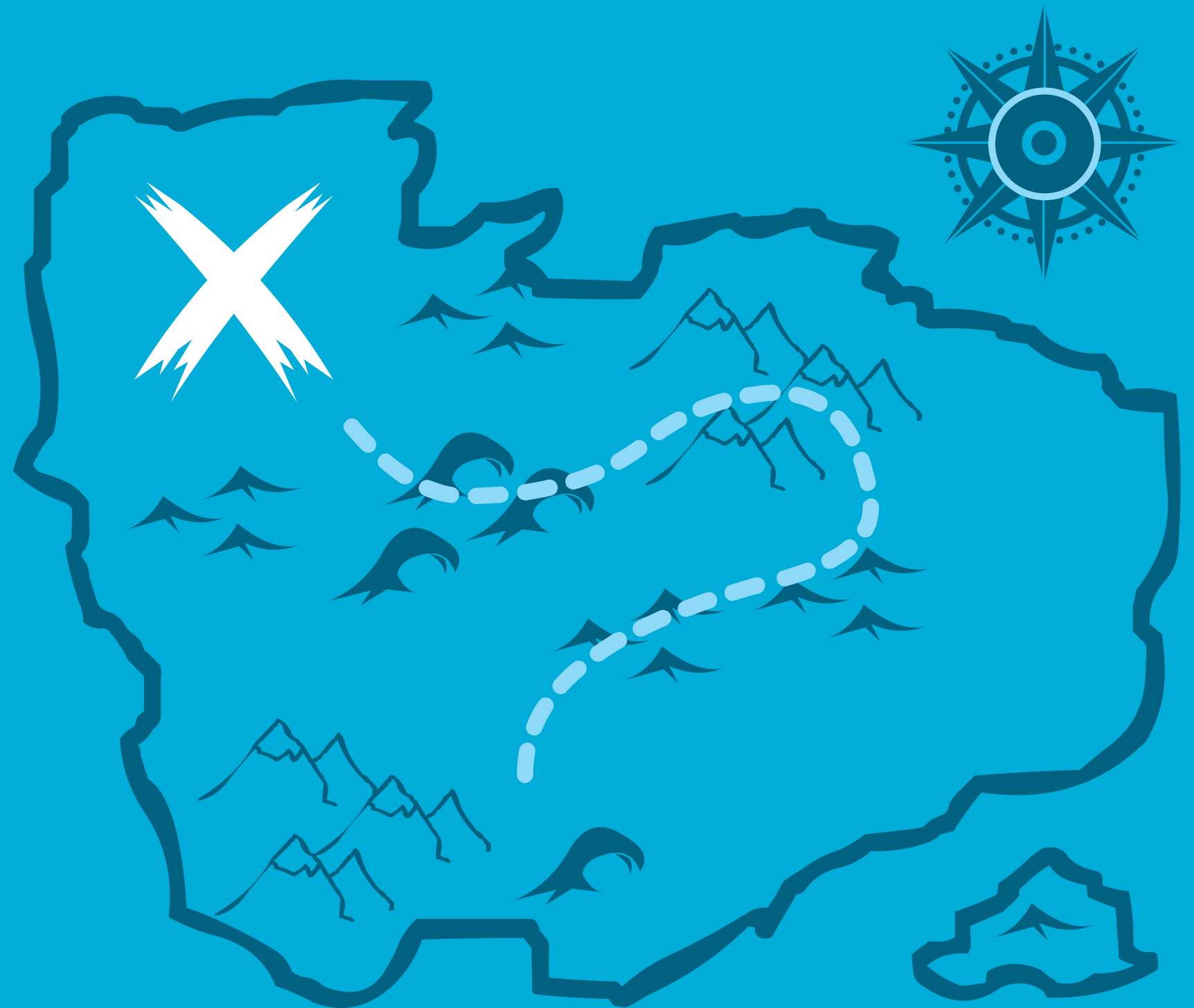
////////////////////////////////////

## Make content easier to find on your intranet

Make content easier to find on your intranet

# Make navigation obvious

Put your navigation bar across the top of your microsite or down the left side



Make content easier to find on your intranet

# Improve headlines and links

Make sure headlines and link names are short, simple and descriptive, so people know what they're clicking



Make content easier to find on your intranet

## Create a “top links” section

Post “popular” links in a clearly visible section on your landing page so employees can find them right away



Make content easier to find on your intranet

# Leave breadcrumbs

Ask your IT team to set up breadcrumbs horizontally across the top of your microsite, below title bars or headers



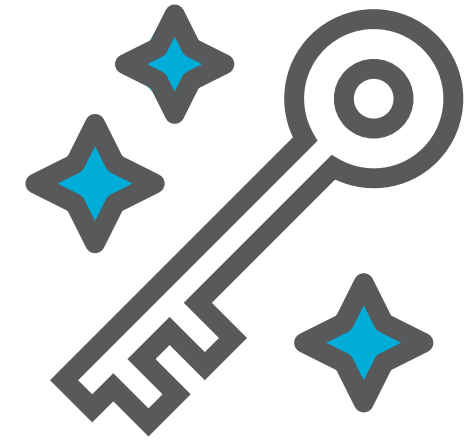
Make content easier to find on your intranet

# Make your search function prominent

Make sure your search box is at the top of each page of your microsite, so it's easy to spot



# 5



---

## Encourage employees to participate in voluntary benefits

How do you raise awareness and increase participation?



Encourage employees to participate in voluntary benefits

## Create a promo card that:

- Markets the program
- Provides discounts
- Links to an online source
- Gives a daily reminder of great program



Encourage employees to participate in voluntary benefits

# Encourage employees to share their success stories

This could be done via a video or special newsletter



Encourage employees to participate in voluntary benefits

# Create placemats for the cafeteria

This out-of-the-box solution could include listing items from the voluntary program like a menu



# 6



---

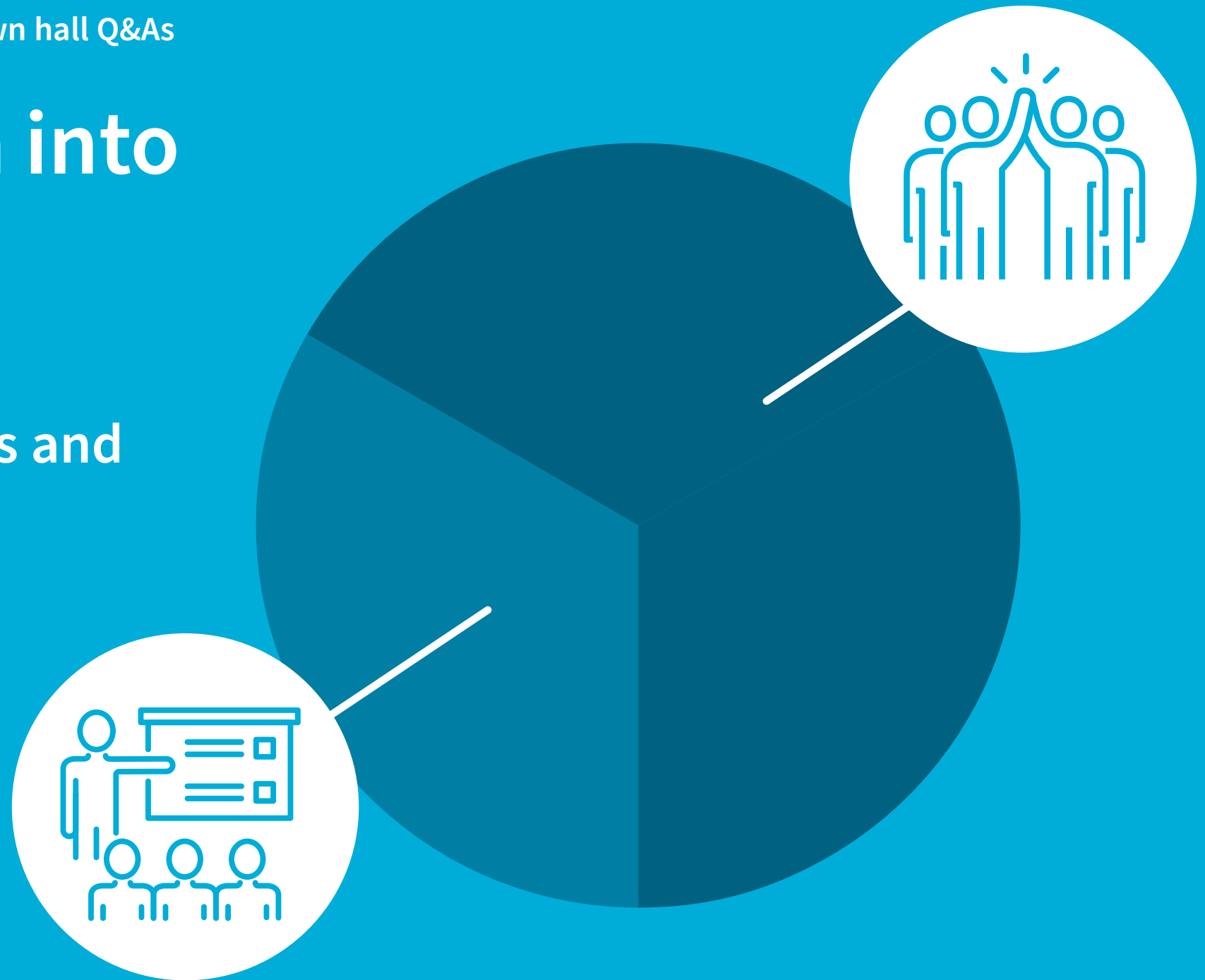
## Evade that uncomfortable silence during town hall Q&As

Can you change town halls to encourage participation?

Evade that uncomfortable silence during town hall Q&As

# Put participation into your agenda

One-third for presentations and two-thirds for activities



Evade that uncomfortable silence during town hall Q&As

# Cover one topic in depth

Instead of a barrage  
of multiple topics



Evade that uncomfortable silence during town hall Q&As

# Break employees out into small groups

It helps if the room is set up as small tables instead of a concert hall



Evade that uncomfortable silence during town hall Q&As

# Encourage speakers to mix it up

They could use bullet points to reference and also inflect their own voice into the presentation

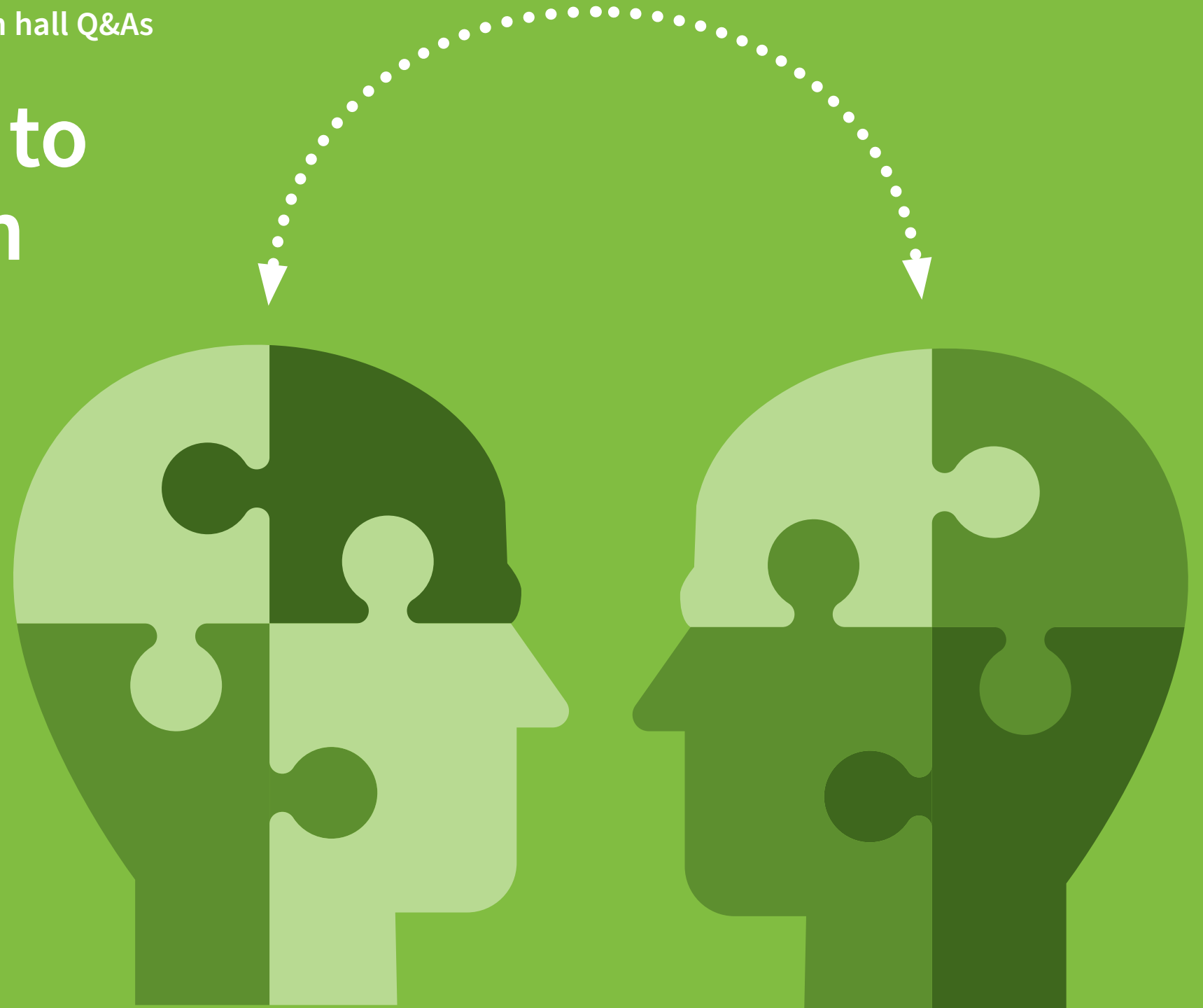




Evade that uncomfortable silence during town hall Q&As

# Invite employees to share information

It's best when they bring info that shows off their knowledge



# Onward to victory!

---



Want more? Visit [www.davisandco.com](http://www.davisandco.com).