


✓ The secret to measuring employee communication

10 ways to assess needs, elicit feedback and demonstrate effectiveness

TOP SECRET

A dark, narrow tunnel with brick walls and a set of stone steps leading into the distance. The perspective is from the bottom of the steps, looking up towards a dark opening at the end of the tunnel. The brick walls are made of dark, weathered bricks, and the steps are made of light-colored stone. The lighting is dim, creating a sense of mystery and depth.

Measurement can be scary but it's essential for determining the outcome of employee communication efforts.

A black and white photograph of a man in a classic detective style. He is wearing a dark fedora hat and a trench coat over a striped shirt and tie. He has a beard and is holding a lit cigarette in his mouth. The background is dark and moody. Overlaid on the image is the text 'The good news: you can use these 10 secrets to become a measurement super sleuth.'

The good news: you can use these **10 secrets** to become a measurement super sleuth.

We'll reveal how to:

1. Become an expert
2. Go to the source
3. Speak the language of senior leaders
4. Have confidence in your strategy
5. Gain insights from demographics
6. Mix it up
7. Reduce survey fatigue
8. Focus on focus groups
9. Never be afraid to measure
10. Take action

A man wearing a fedora hat and a trench coat is looking down at a document he is holding. The scene is dimly lit, with a strong light source from the left creating a silhouette effect. In the background, a rotary telephone is visible on a desk.

1

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Become an expert



Don't be the person who just implements communication...

...be the strategic advisor who knows what employees need.

A grayscale photograph of a man and a woman in business attire. The woman is leaning in and whispering into the man's ear, with her hand near her mouth. The man is looking slightly to the side with a faint smile. The background is blurred, suggesting an office setting.

2

Go to the source

A background image showing two people in business attire. A man in the foreground is looking slightly to the right, and a woman behind him is whispering into his ear, illustrating the concept of internal communication.

Ask employees, “What’s the one thing we can do to improve internal communication?”

A person is seen from behind, sitting at a desk in a server room. There are several computer monitors on the desk, displaying various data and network diagrams. The background shows rows of server racks with many indicator lights.

3

Speak the language
of senior leaders

A person is seen from behind, sitting at a desk in a server room. There are several computer monitors on the desk, displaying various data visualizations like charts and network diagrams. The background shows rows of server racks. The entire image has a purple overlay.

Leaders are comfortable with data so every time you **bring metrics to the conversation**, you gain a seat at the table.

4

Have confidence in your
strategy

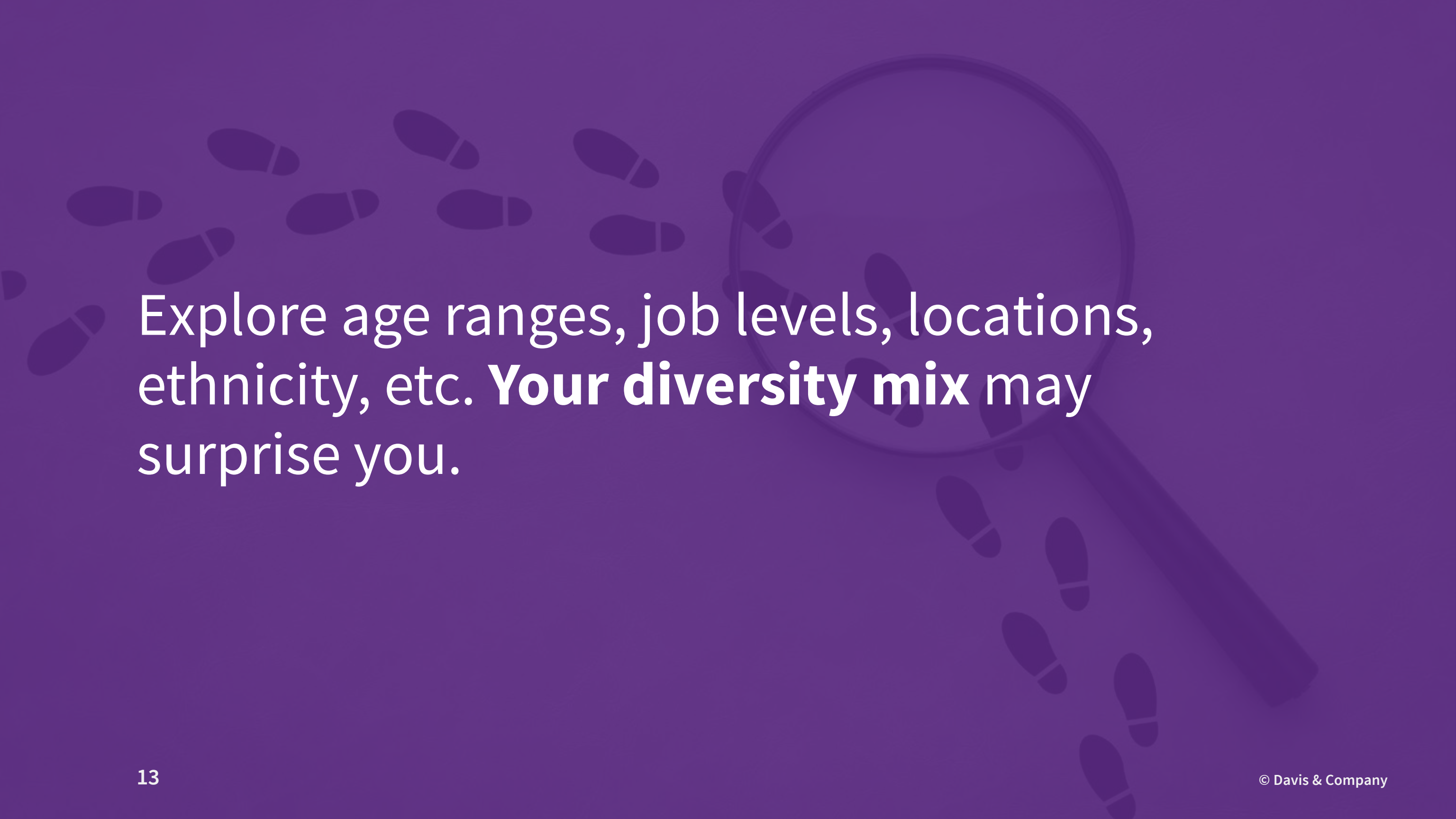


With **measurement results** in hand, you can confirm your **internal communication approach.**

A large orange number 5 is positioned on the left side of the slide. To its right, a magnifying glass with a black handle and frame is placed over a trail of black footprints. The footprints lead from the top left, across the top, and then down towards the bottom right. The background is a dark, textured grey.

5

Gain insights from demographics

The background is a solid purple color. It features a series of white footprints scattered across the slide, suggesting a path or journey. A large, faint magnifying glass is positioned on the right side, with its lens centered over the text. The text is white and reads: "Explore age ranges, job levels, locations, ethnicity, etc. **Your diversity mix** may surprise you."

Explore age ranges, job levels, locations, ethnicity, etc. **Your diversity mix** may surprise you.



6

Mix it up



Use **behavioral metrics** to track email opens, website views and page views.

Or **count the number of employees** who attended your town hall.



7

Reduce survey fatigue



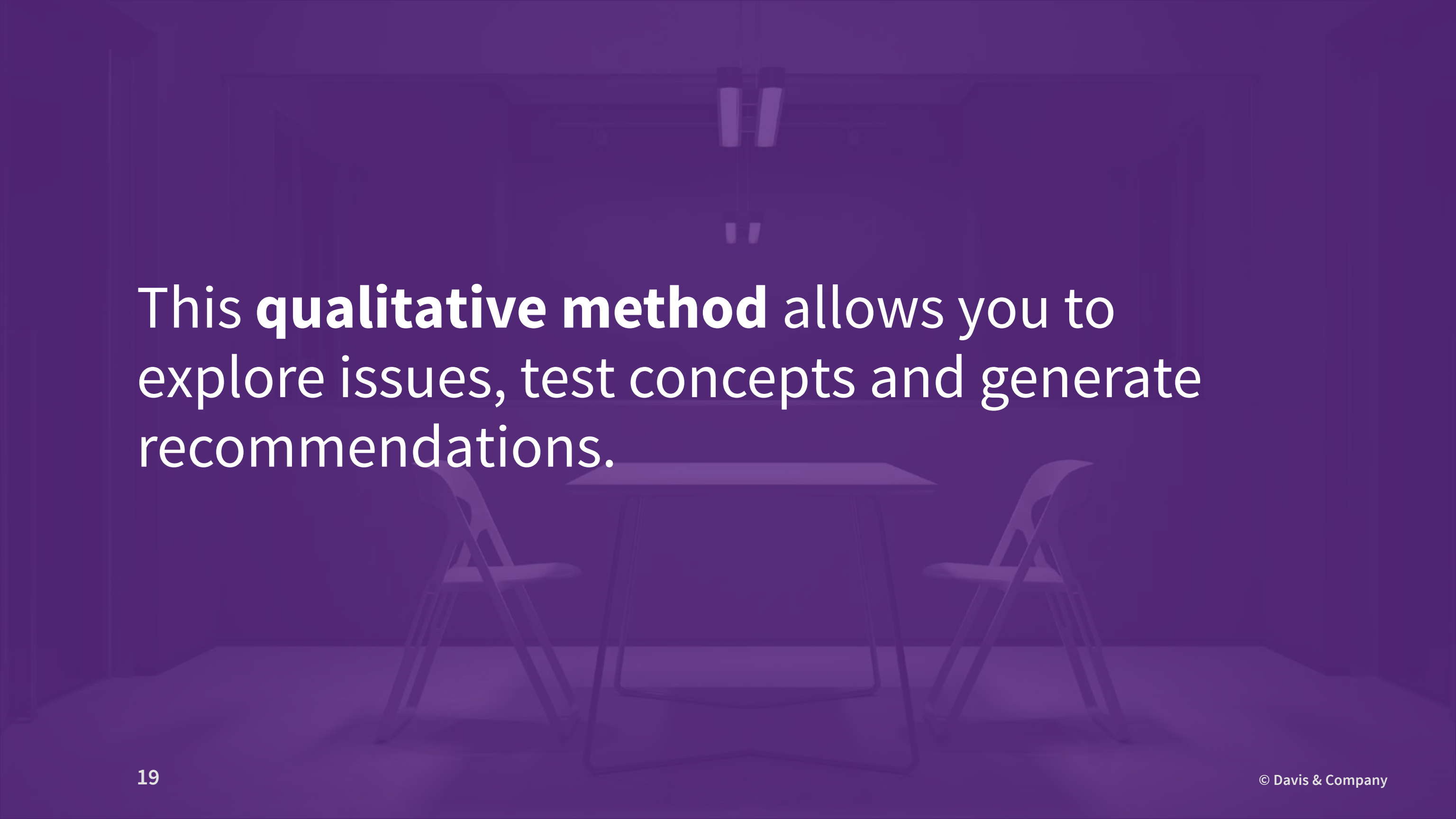
Ask only employees who are **relevant to the study** to participate.



8



Focus on focus groups

A minimalist room with a table and chairs, overlaid with a purple gradient. The room features a small square table and two folding chairs. In the background, there is a hanging light fixture with two cylindrical shades. The overall scene is dimly lit, with the purple overlay being the most prominent feature.

This **qualitative method** allows you to explore issues, test concepts and generate recommendations.

The background is a dark, high-contrast image of a circuit board. Overlaid on the board is a light-colored grid with a blue line graph, similar to an ECG or signal waveform. A large, bold orange number '9' is positioned in the upper left quadrant. A horizontal dashed white line runs across the middle of the image, separating the number from the main text.

9


Never be afraid to measure



What's scarier than an imperfect survey?
No measurement at all!

10

Take action

A person in a dark jacket and pants is rappelling down the side of a building. They are holding a rope and are positioned in the center of the frame. The background is a light blue sky with some clouds. The building's facade is visible on the left and right sides of the frame.

Put your work to use! Share measurement results with your leadership team to **gain buy-in** for your plan.



Now, on to your next mission!

Learn more with our [Smart guide.](#)