18 resolutions for improving employee communication

Take action to dramatically improve your program

Your **internal communication program** is good. But you wonder: *How can I make it great?* Here are 18 suggestions that will yield immediate improvements—to capture employees' attention, build knowledge and create stronger engagement.

Strategy

1. Start every new project or initiative by **setting objectives** that describe specific outcomes. That way, you'll create focus for your efforts.

2. **Use evidence** to improve your program and make your case to key stakeholders. Don't say, "I think we should do this…." Bring data to demonstrate why.

Channels

3. **Create a short video** to provide insights on a key top. After all, videos bring stories to life in a way text can't—and they explain complex ideas in a simple and visual way.

4. Reboot posters. Use roadside billboards as your inspiration to **create posters that attract attention** and instantly convey a message.

5. **Reduce the number of separate emails** your team sends. Explore what can be eliminated (because it's not timely or relevant) or combined.

6. Make every email about one topic. **Chunk content by using bullets and subheads** so employees can scan the message in a few seconds. Provide links for more detailed information.

7. Understand that newsletters aren't actually "news." Instead, **focus on providing how-to content** that helps employees solve a problem or learn helpful information.

Measurement

8. **Pursue every form of measurement** at your disposal. Spot surveys, web metrics, a few questions in an engagement survey—they're all great data.

9. **Organize a focus group** to ask employees for their ideas about how to improve internal communication. You'll be amazed by how much you learn.

Content

10. Label content so employees know what category it's about. **Think about external media** which uses tags like Sports, Politics, Lifestyle and Culture.

11. Use 50% **more images** and 25% **fewer words** for every piece of content on your intranet.

12. Begin every communication by answering this question: **"What's in it for me?"**

13. **Stop posting press releases.** Boil them down to 25-word summaries or expand them to include unique information that answers employees' questions about the topic.

14. Think outside the box. **Explore interesting, zany, surprising ideas.** They may not be immediately practical but they're likely to lead to new approaches.

15. Give organizational announcements an extreme makeover. Think about how they could be **significantly shorter or more visual or more tailored**—anything to reduce boredom and increase value.

Leader communication

16. Create an ongoing **forum that brings senior leaders together** with a small group of employees for an informal discussion.

17. **Leverage every senior leader event.** Take photos, shoot video, even write short articles to share highlights with employees who didn't attend.

18. **Reduce the use of PowerPoint slides** in town halls. Limit presentations to less than half the time; facilitate an interactive session to encourage employee participation.

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