

# Set the stage for your internal communication plan

Use principles to create the right tone



The next time you create an [employee communication plan](#), think about articulating principles as part of the process.

Principles can help you set the stage for the rest of the planning process, shape your strategies and demonstrate your rationale for proposing certain tactics. They should be unique to your organization's culture and values.

## What are principles?

Beliefs about how communication should happen within your organization.



## Follow these steps to develop communication principles:



[Collaborate with your colleagues](#) to understand their perspectives and get their best thinking.



Test principles with the key stakeholders who will help you carry out your plan to ensure their buy-in.



Use principles to guide your strategies and tactics as you plan.

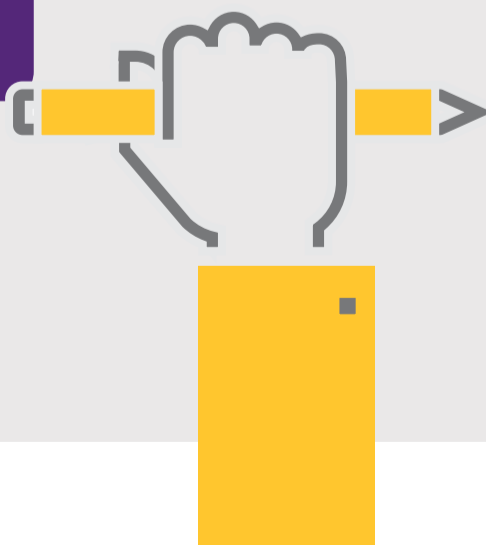
## Here are sample communication principles:

*"We communicate first to employees who are significantly affected by an event/change."*

*"We tell the truth."*

*"If we don't know the whole story or can't share it, we tell people what we can and let them know when they'll hear more."*

*"Dialogue is our first choice for communication."*



## TIP

### What's the right number of communication principles?

There are no rules about how many you create; some companies articulate two or three general principles that guide all employee communication, while others develop 10 or more and tailor them each time they create a plan for a big initiative/event.

For more information about employee communication, visit us at [www.davisandco.com/services](http://www.davisandco.com/services)

