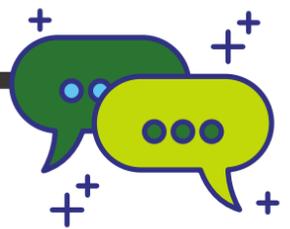




Powell Software

BOOST YOUR INTERNAL COMMS

IN 13 EASY STEPS



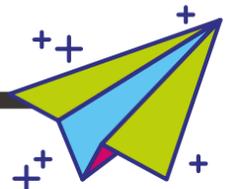
WHAT IS INTERNAL COMMS?

Any information shared in a company for business purposes. Responsibility usually falls to one person or a team. Their goal is to inform & engage employees.



WHY IS IT IMPORTANT?

- Key to employee engagement
- Helps advocacy and social sharing efforts
- Creates an inclusive, connected workforce



13 STEPS TO A BETTER STRATEGY

1. Evaluate available tools
2. Analyze the effectiveness of current efforts
3. Gather opinions on what's already in place
4. Engage employees in the process
5. Avoid one-way communications
6. Consider the type of content shared
7. Leverage user-generated content
8. Make information easily available
9. Encourage conversations, even remotely
10. Focus on employees
11. Make it inclusive
12. Bring some fun and creativity
13. Test new strategies & invest in new tools



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