

Communicating for Results

A pair of hands is shown from a top-down perspective, cupped together. The hands are illuminated from within, creating a bright, warm orange glow that radiates from the center. The background is dark and textured, possibly a forest floor or a similar natural setting.

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ENGAGING PEOPLE ⚡ IGNITING PERFORMANCE

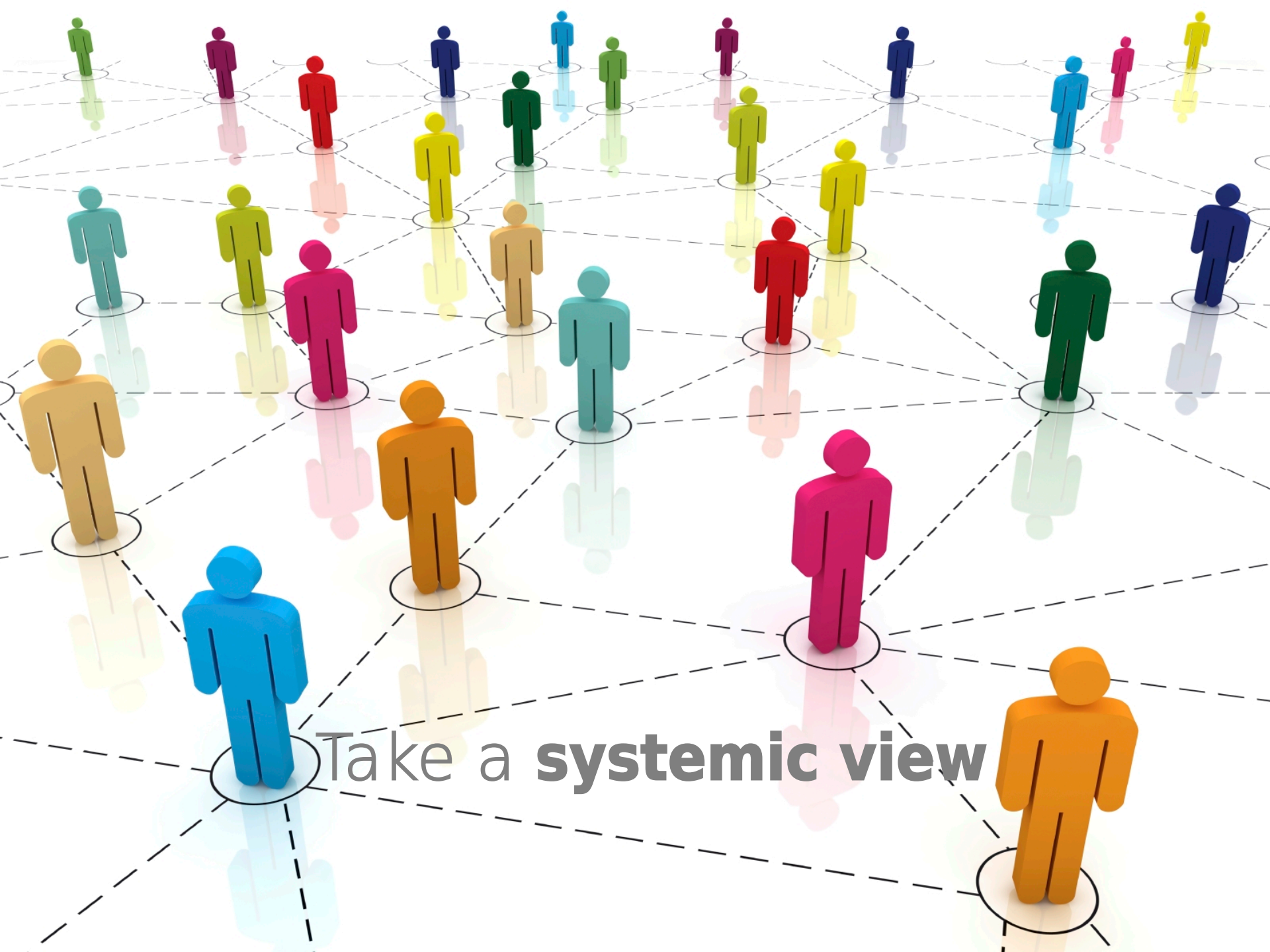
Organizational communications is **a
core business function**

Effective communications can **drive
business performance...**

and **employee engagement**

It starts with **respect**

Put yourself in your **employees' shoes**



Take a **systemic view**

Build your **channels** of communication

Establish **metrics for success**

Help employees **connect to the business** and **the market**

Organizational communicators have three roles and three main tasks

Three roles: Be the...

1

Voice
of the
brand

2

Voice
of the
company

3

Voice
of the
employee

And three tasks: Foster...

1

Alignment

2

Collaboration

3

Engagement

A simple mnemonic to remember:

BCE + ACE

Align with and amplify strategy

Encourage **collaboration**

Foster employee and brand **engagement**

Thank you



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