



Fratzke

How to Create Your Internal Communications Strategy

Learn 5 steps for creating an effective internal communications strategy for your business to fuel connection and increase employee engagement.



FRATZKE RESOURCE

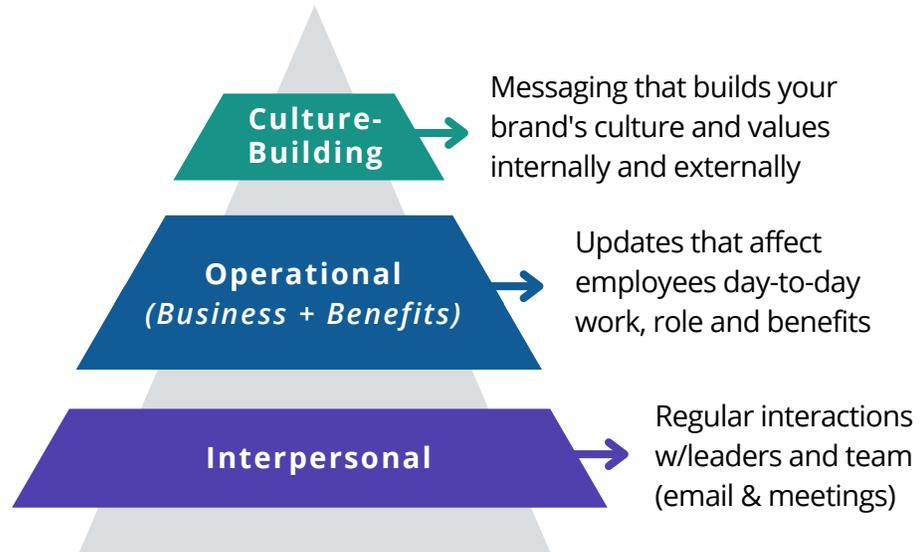
Why Internal Communications Matter

A cohesive internal communications strategy helps fuel culture, gain employee buy-in, and increase employee engagement and retention.

*In fact, productivity is likely to increase by **5X** if employees feel included and engaged in detailed communication from their employer.*

Internal Communications Framework

In every company, there are three layers of communication.



How to Create Your Internal Communications Strategy

1. Define Your Culture

Start by creating your company purpose and core values. These define who you are as a brand and will act as a guiding light for your culture and communications strategy.

2. Gather Feedback

Ask your employees how they prefer to receive communication and what type of information they are interested in through an employee survey, focus groups and/or one-on-one interviews.

3. Define and Segment Your Audience

Segment your audience into appropriate groups based on role type and communication preferences, so you know how to best reach them.

4. Create Your Communications Strategy

Now that you understand your culture and key audiences, define the cadence and channels you will use to share interpersonal, operational and culture-building messaging.

5. Engage Leadership

Leaders are an important part of the communications process. Make sure they understand your communications strategy and champion your efforts.