

Employee Communications Manifesto

Employees are smart. Influential. Knowledgeable. And overwhelmed.

Employee communications needs to be a priority, and it needs to evolve:

Because employees are smart,

- We will be transparent
- We will be honest
- When we don't know or can't say, we will explain why
- We will insist that intranet content is controlled by communications
- We will be consistent in our communications across our organizations
- We will walk the talk - and bust ourselves when we fail

Because employees are influential,

- We will be timely communicators
- We will tell them first
- We will explain where we are headed
- We will transform managers into communicators
- We will over communicate in difficult times
- We will help them have healthier, happier lives
- We will not rank them at the bottom of our communication plan audiences
- We will include them in marketing launches

Because employees are knowledgeable,

- We will respect them
- We will ask for feedback, listen, acknowledge, and act on it
- We will spend more time face to face to learn from them
- We will celebrate their successes and promote best practices

Because employees are overwhelmed,

- We will be brief
- We will be creative and engaging
- We will have a fresh tone to break through the noise
- We will explain what's expected of them, and help them navigate the path
- We will create energy by trying new things
- We will make sure our initiatives link to each other and the organization's overall mission, values and goals

Weinstein PR has helped our partners move toward this model and we know how to get you there. Let us know if you need our help.

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