EMPLOYEE COMMUNICATIONS IN PRACTICE

SUZANNE KERNES DAWE

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JTC 450



Colorado State University

ABOUT ME

- Colorado native (almost)
- Blood runs **green** and **gold**
- 20 years experience in employee comms, PR, marcomm
- Regular guest lecturer and portfolio reviewer
- Staunch opponent of the Oxford Comma
- Refuse to accept that Tom Brady is the GOAT

WHY EMPLOYEE COMMUNICATIONS?

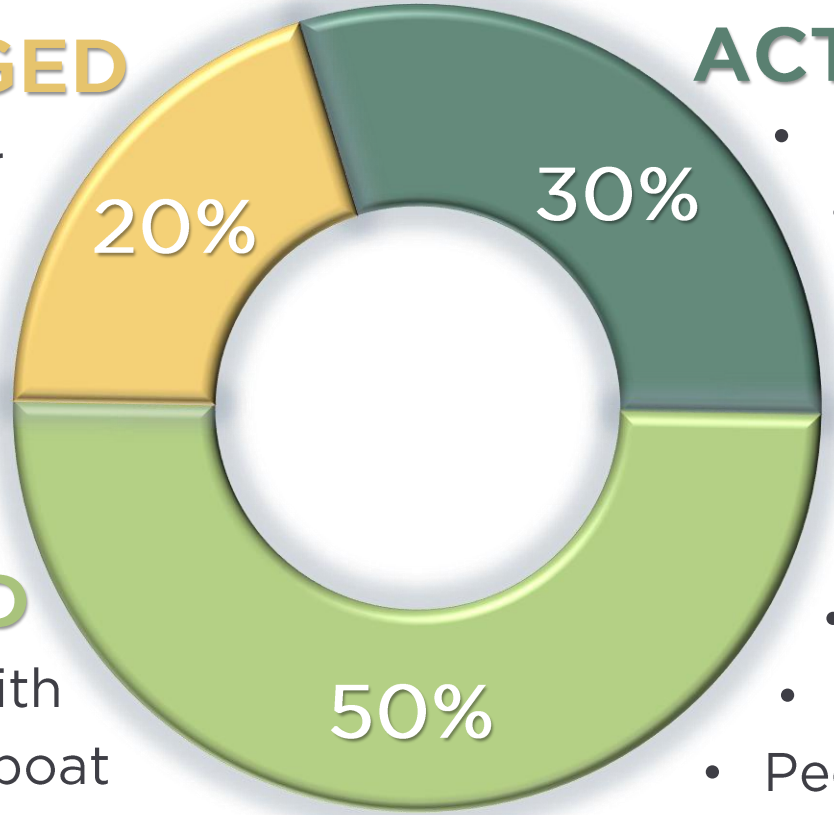
- It's more than just SATISFACTION
- It's about ENGAGEMENT

The extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work.

ENGAGEMENT BREAKDOWN

FULLY ENGAGED

- First to Volunteer
- Proactive/ Positive
- Energetic/ Enthusiastic



ACTIVELY DISENGAGED

- Does just enough to get by
- Flies under the radar
- Needs constant supervision
- A lot of hand holding

NEITHER ENGAGED NOR DISENGAGED

- Nice to work with
- Doesn't rock the boat
- Tells you what you want to hear

HARD TO TELL

- Causes constant tension
- Drives results at a cost
- People avoid working with them
- *But … they get results*

Up to 80 percent are not fully engaged!

(Source: Gallup, 2015)

WHAT CREATES ENGAGEMENT?

Highly engaged workforces have these in common:



Know what EEs are thinking



Craft the culture



Value inputs big and small



Commit to open, honest comms.



Support career develop.



Engage outside of work



Tell the EE brand story

C O M M U N I C A T I O N

(Source: Forbes, 2013)

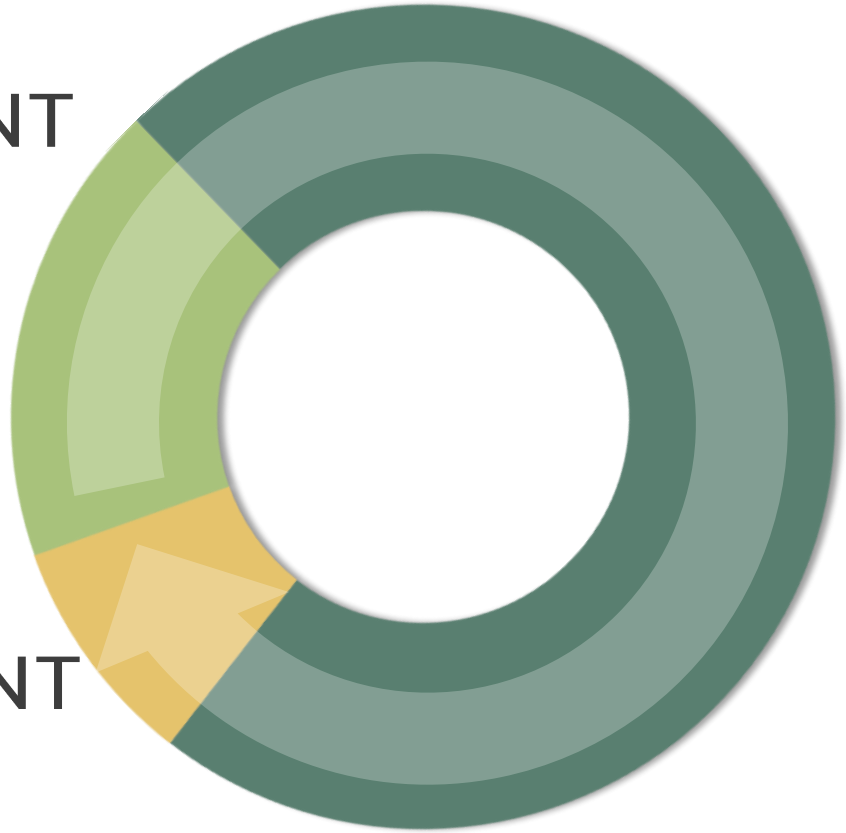
EMPLOYEE COMMS. PROCESS



EMPLOYEE LIFECYCLE

PRE-EMPLOYMENT

- Public, Recruits
- Attract, Retain



EMPLOYMENT

- Managers, Employees
- Engage, Retain

POST-EMPLOYMENT

- Alumni
- Separate, Engage

TYPICAL MEDIA USED

Pre-employ

- Website
- Media
- Social
- Events
- Collateral

Employ

- Intranet
- Email
- Cascade
- Newsletters
- Targeted
- Social
- Events
- Bulletin boards
- Mailings

Post-employ

- Website
- Email
- Newsletters
- Social

CRITICAL SKILLS

- Writing | Editing | AP Style
- Research
- Interviewing | Storytelling
- Microsoft Office Suite

THE END!

- Questions? Comments? Concerns?