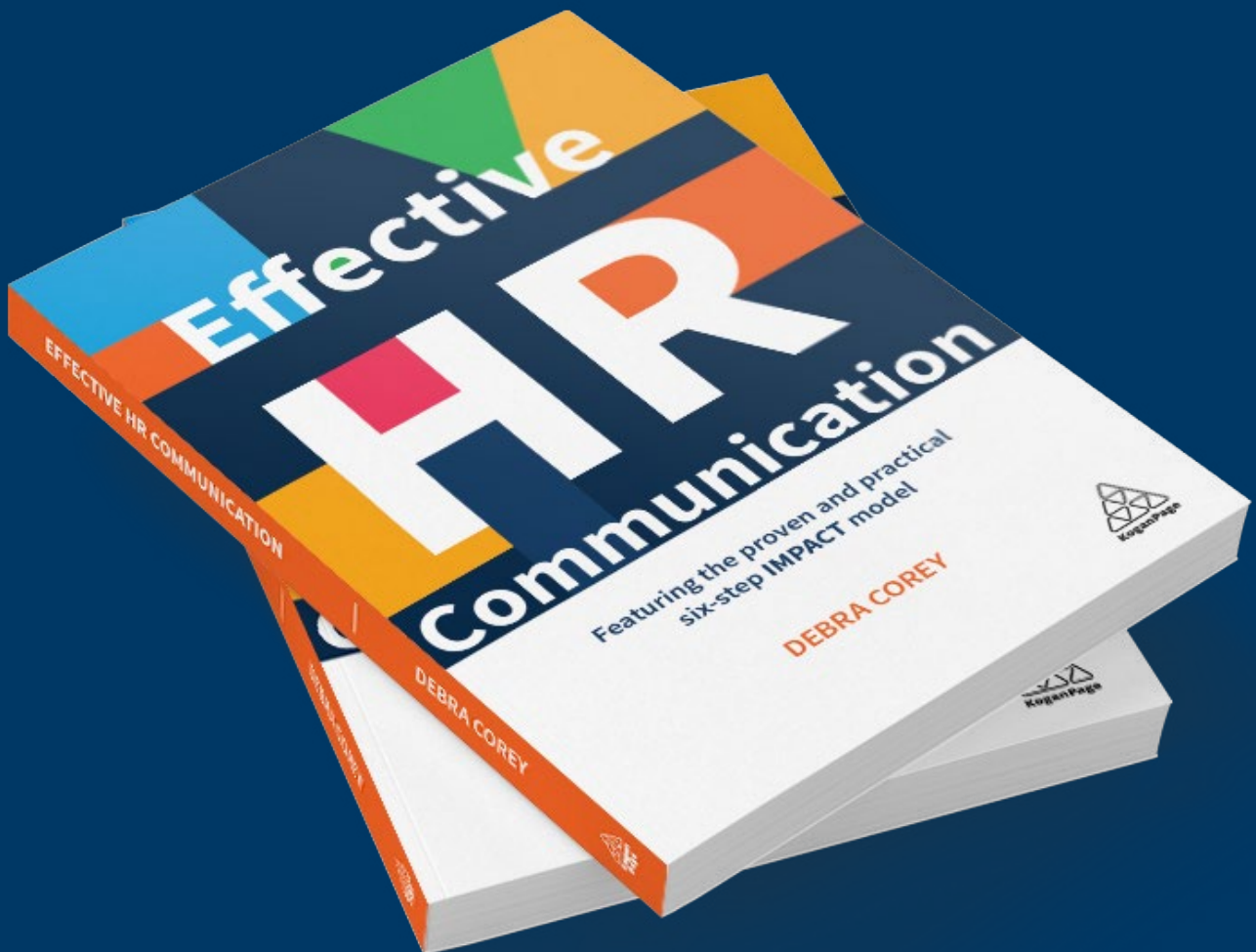


# How to create IMPACT with your employee communications

Communications IMPACT workbook



This workbook was created to help bring the IMPACT communications model to life at your company, using it to create the most effective and yes, impactful, communication campaigns to ensure you meet your communication and business objectives.

## Key points of the IMPACT™ Communications Model

- **Steps are not sequential.** The steps are not intended to be taken in a prescribed order. They are fluid and should be taken in a flexible and ongoing way throughout your campaign.
- **All steps should be taken.** It's important to take all steps in the model, and not skip over them thinking they aren't necessary or you don't have enough time. Skip them and you risk losing the impact of your communications.
- **Keep your focus.** Be driven by the objectives of your communications campaign, focusing on achieving these throughout each and every step. Think of them as your North Star, guiding you to your ultimate destination.
- **Wear the right hat.** Put on your 'hat' when you carry out the work for each step of the model, helping you get in character and have the mindset to succeed.

## Remember the goal

You know your communication is effective when you achieve:

1. **Shared meaning** - employees understand and are clear on the messages you've communicated - what you've said is what they've heard.
2. **Call to action** - employees know exactly what they need to do by when.
3. **Trust** - there is greater trust between your employees and your company, which is achieved through your open and honest approach to communication
4. **Employee engagement** - employees are engaged through a greater understanding and appreciation achieved through communication.

## How to use this workbook

This booklet is designed to help you work your way through each of the six elements of the model, asking questions specific to the step and helping you map out your plan. Refer to and amend this workbook throughout your communications campaign to achieve the best results.

## Investigation

Investigation is the step you take wearing your detective's hat to make sure you get all the information and direction you need before jumping in to create your communications campaign. It also involves creating your very (very!) important communication objectives.

### Questions to consider

- Who are the 'right' people to talk to and get feedback from?
- What are the 'right' questions to ask to make sure you get the answers you want and need.
- What's been done in the past that's worked or not worked that you can learn from?
- What else is going on in the business that will impact your campaign?
- What objectives will you create to drive your communication messages and meet your business needs?
- How will you gain agreement on your objectives?

### Your action plan

<p><b>Who are the 'right' people you will get input and feedback from?</b></p>	
<p><b>What are the 'right' questions to be asked?</b></p>	
<p><b>What are the objectives for your communications campaign?</b></p>	

# Medium

Medium is the step you take wearing your designer’s hat to help you select which medium, or media, will help you best meet your communication objectives.

## Questions to consider

- What medium(s) will best fit the culture of your company?
- What is the right mix of media to use to meet the needs of your diverse workforce?
- What medium(s) should be used to meet your timelines?
- What medium(s) should be used to come in within budget?
- What medium(s) has been used in the past that’s worked or not worked that you can learn from?

## Your action plan

In the table below list out each of your objectives, the media which will help you best achieve it, and finally, the targeted audience for each medium to ensure you don’t miss out on any part of your workforce.

Objective	Medium	Audience

# Planning

Planning is the step you take wearing your planner’s hat to manage your communications campaign so that you can meet (or exceed) your objectives and meet your timeline and budget.

## Questions to consider

- What planning tools will you use to manage your communications campaign?
- How will you determine responsibilities, tasks and timelines?
- How will you identify and address any challenges or risks throughout the campaign?

## Your action plan

The table below is a high level planning document you can use to get you started with planning your campaign. For each task, list out who will be responsible and the timeline.

Task	Responsibility	Timeline

# Allies

Allies are people you need and who you work with throughout your communications campaign to ensure you succeed. They make your team stronger, and by wearing the hat of a campaigner, you rally their support and cooperation.

## Questions to consider

- Of the different types of allies, who do you need for your campaign?
- Who do you need on your team so they don't derail all the good work you are trying to achieve?
- What will you do to build a relationship with, support and trust from each of your allies?
- How will you communicate throughout your campaign with your allies?
- How will you partner with managers, who are VIA (very important allies) throughout your campaign?

## Your action plan

For each type of ally, list the people who will be a part of your campaign.

Type of ally	List of people
<b>Endorser</b> (endorse or support, giving it credibility)	
<b>Partner</b> (form your project team to make decisions and share workload)	
<b>Contributor</b> (sit outside of the project team, contribute at key times)	
<b>External</b> (external people who provide expertise & support)	

# Content

Content is what you develop to ensure your employees click on, read and listen to your communications material. By wearing the hat of a writer you can create engaging content that helps you achieve your communication objectives.

## Questions to consider

- How will you create content that achieves your guiding principles of being valuable and consistent?
- How will you create your communication 'pyramid', prioritising messages based on their importance, e.g. most important, second most and, third most important?
- How will you think and act like a marketer to sell your content and messages?
- How will you create a call to action through your content?
- How will you create content to meet the needs of your diverse workforce?
- Will you create a brand for your campaign?

## Your action plan

List out the key messages to be included in your campaign, the audience it will be for (e.g. all employees or a segment/group of employees) and then which level of message.

Key message	Audience	Level of importance

# Testing

Testing is the step you take wearing your tester’s hat to continually test, monitor and adjust your campaign to make sure it’s going in the right direction to deliver your communication objectives.

## Questions to consider

- What test data, quantitative and qualitative, will you collect to determine if you’ve met your objectives?
- What method(s) will you use to collect test data (e.g. surveys, focus groups, social apps)?
- When will you collect data throughout your campaign?
- How will you track and report your test data?

## Your action plan

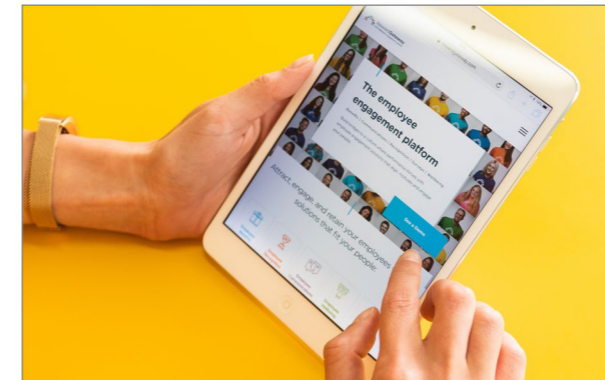
For each type of data, list out how you’ll collect it and when.

Type of data to be collected	How data will be collected	When data will be collected

# More information

Now that you’ve completed the IMPACT workbook, you are on your way to creating a communications campaign that will truly make a difference at your company.

## Further resources



If you’d like to read stories of what companies are doing to effectively communicate and engage with their employees you can go to Reward Gateway’s website on [rg.co/learn](https://rg.co/learn)



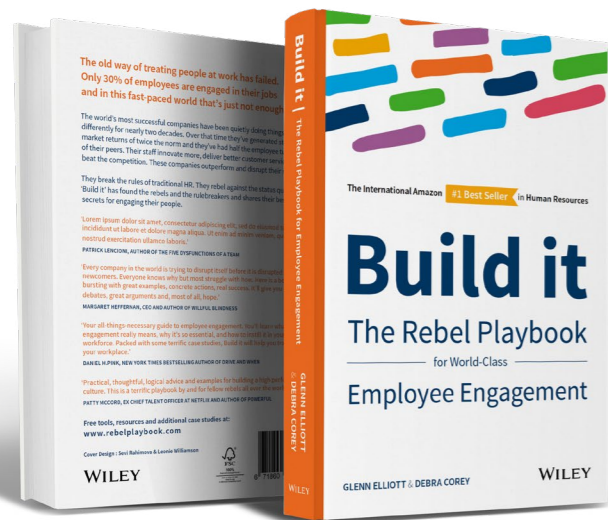
If you’d like more information on employee engagement in general, of which communication is a key part, you can get the first two chapters of my new book free on [rg.co/freerebel](https://rg.co/freerebel)



Finally, please don’t hesitate to contact me if you need any help or advice, I’m always happy to help.

**Email:** [debra@rebelplaybook.com](mailto:debra@rebelplaybook.com)  
**LinkedIn:** [Debra Corey](#)





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They break the rules of traditional HR. They rebel against the status quo. **Build It** has found the rebels and the rulebreakers and shares some of their best secrets for engaging their people.

**Debra Corey** brings 30 years of experience in HR, with senior roles at Fortune 500 companies Gap and Honeywell. She shares practical case studies that can kickstart an employee engagement plan bringing her own pragmatic style to each situation.

Entrepreneur **Glenn Elliott** tells the 10 year story of Reward Gateway - it's growth from startup to the \$500m category leader in employee engagement technology. He charts the pitfalls that came from challenging the status quo and changing how companies think about their people and the bottom line. He'll explain the Engagement Bridge™ model to help readers build a meaningful connection with their people.

Find out more at [rg.co/rebelplaybook](http://rg.co/rebelplaybook)

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