

# HOW TO DELIVER GREAT EMPLOYEE COMMUNICATIONS

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# U.S. Workforce Survey

U.S. Workforce:  
Engaged?  
Or “Quiet Quitters?”

31% of employees feel “engaged” in their jobs  
Around half are “disengaged”  
2 out of 10 are “actively disengaged”



Of the “disengaged,” 56% are looking for new jobs  
Of the “actively disengaged,” 73% are looking

**Most disturbing result?**  
**THE 27% THAT ARE ROWING THE BOAT THE OTHER WAY!**

# U.S. Workforce Survey

Asked 50,000+ exiting employees:

Why did you leave your position?

1. Appreciation
2. Purpose/ Vision
3. Growth/Advancement
4. Supervisor

Defining appreciation in 3 words, 6 letters

▶ **IN ON IT**

# How can one person make a difference?

## **As Influencers of the 3 Ps**

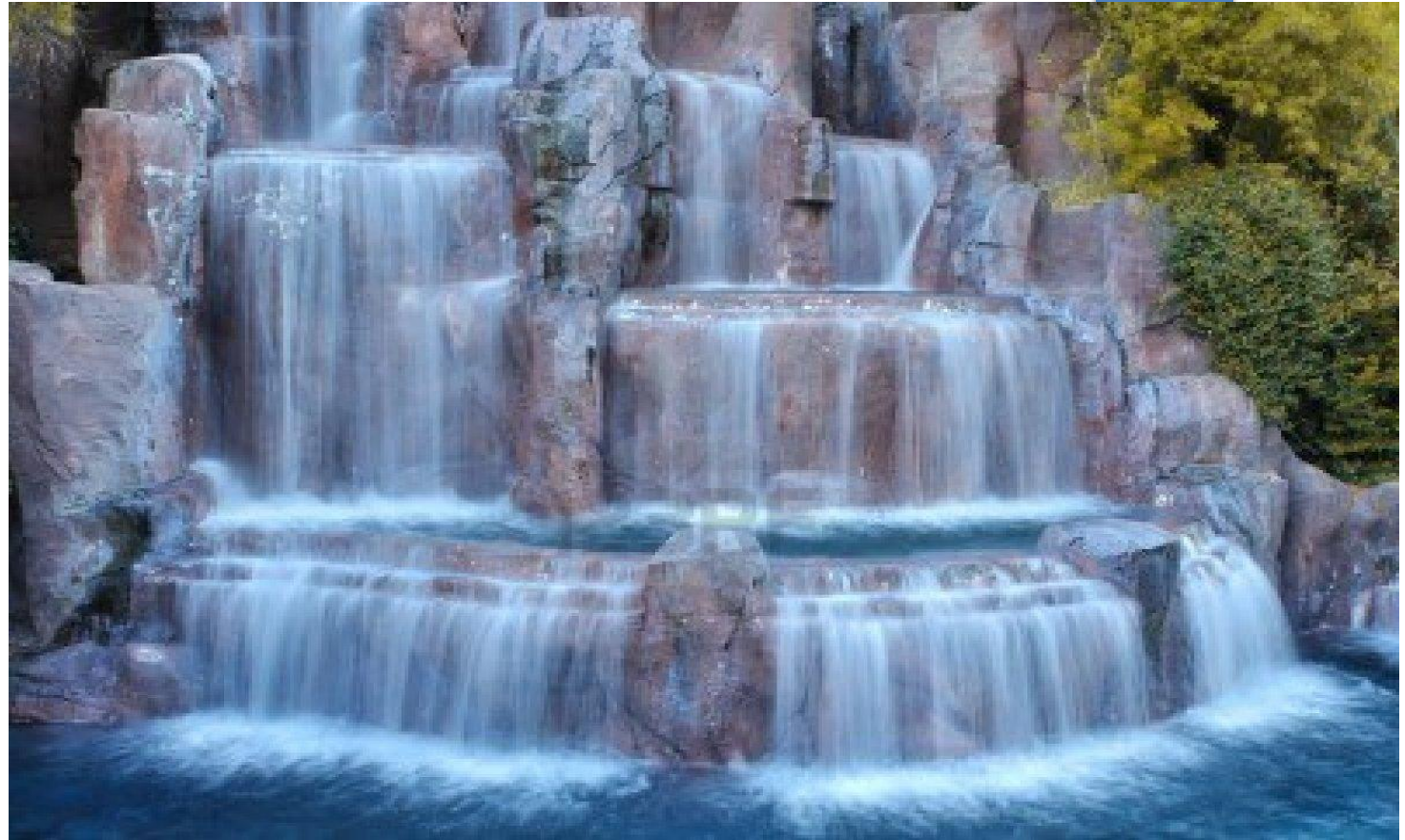
- 1. Policies**
- 2. Processes**
- 3. Practices**



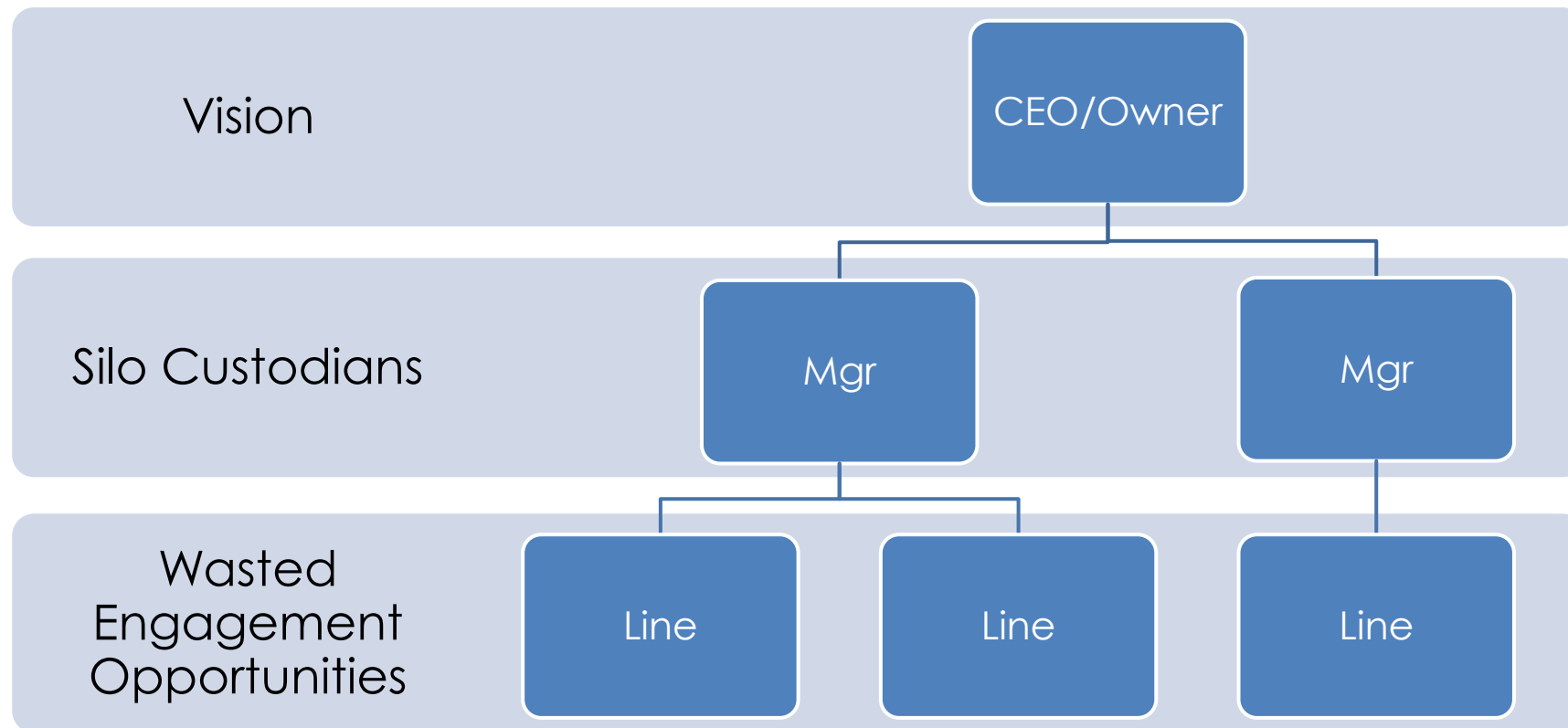
# COMMUNICATION CASCADE

Top-down communication is most effective when it is:

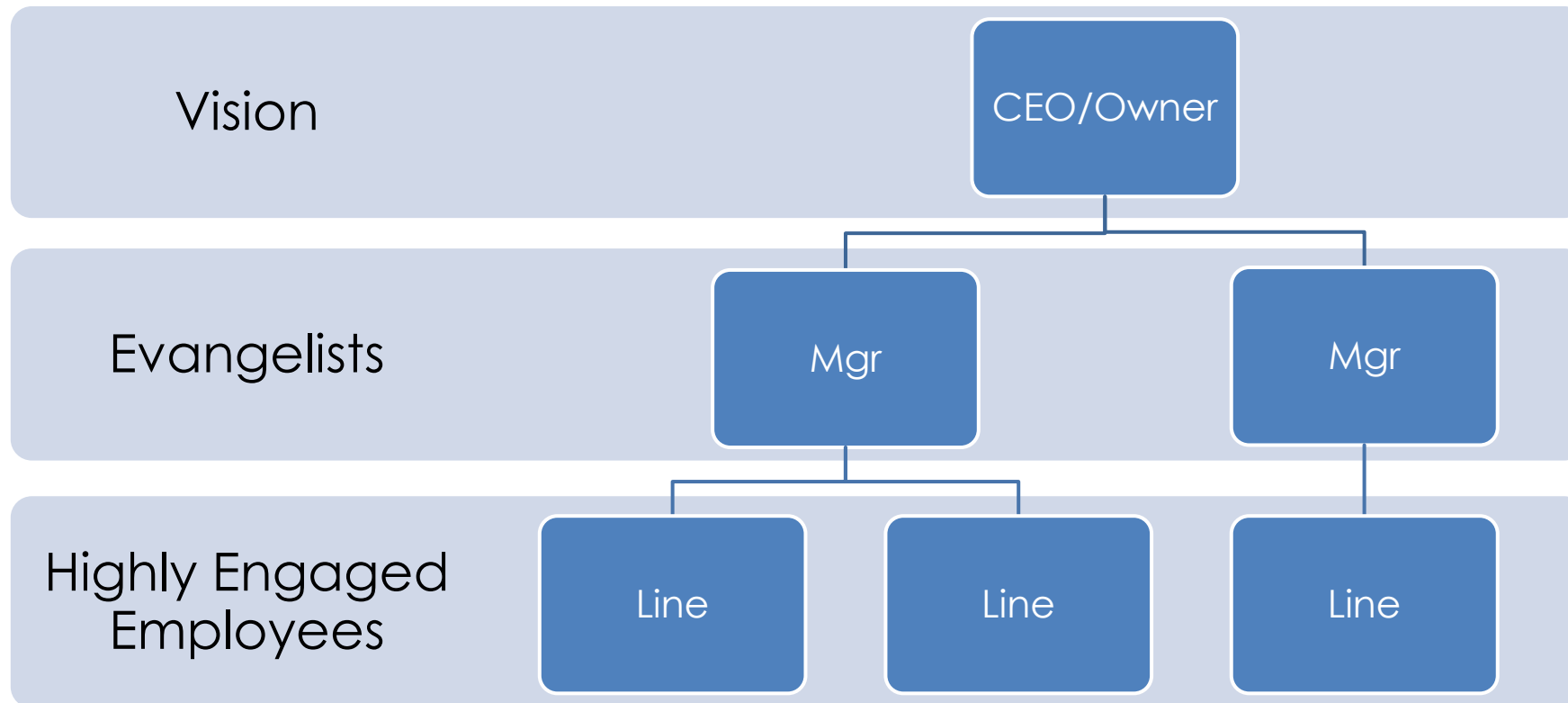
- ▶ Constant
- ▶ Consistent
- ▶ Clear
- ▶ Collaborative



# TRANSPARENCY GAP



# BRAND EVANGELISM





## Formula for Building Highly Engaged Teams

### Be “Other-Centric”

1. Ask everyone for their ideas ... All the time ...  
On all topics
2. Use some of them
3. Thank those who contribute
4. Credit others – “We hear you!”

# Comms Audit: A Look in the Mirror

We must ask ourselves these questions

- ▶ **How** do we communicate with our employees?
  - ▶ Existing methods: Are they effective?
  - ▶ New methods: How do people like to receive information?
- ▶ **What** do we communicate to our employees?
  - ▶ Everything! “Talking shop” with employees
- ▶ **When** do we communicate with our employees?
  - ▶ Err toward over-communication, with frequent pulse surveys
- ▶ **Who** participates in the communication?
  - ▶ All functional areas

# Foster a Storytelling Culture

## Share Great Stories

- ▶ Where are opportunities to improve?
- ▶ Who had the best experience?
- ▶ Who had a learning experience?
- ▶ What's the best example of serving our common purpose?

# Storytelling and Brainstorming

## Team “Huddles”

- ▶ Regular and predictable
- ▶ Theme: Connectedness
  - ▶ Ambassador role for leaders

## “All Hands” Meetings

- ▶ At least quarterly  
Theme: Big picture, open forum
- ▶ Recipe for Success
  1. Balcony View from Top Leader
  2. Recognition
  3. Brainstorming
  4. FUN!

**Set Your  
Engagement  
Radar –  
LISTEN!**

**What makes them tick?**

**School, church, HOA, other forms of  
community activities**

**Public service/social services**

**Arts/theater**

**Professional associations**