

# Internal Communications 101: The *what, why and how*

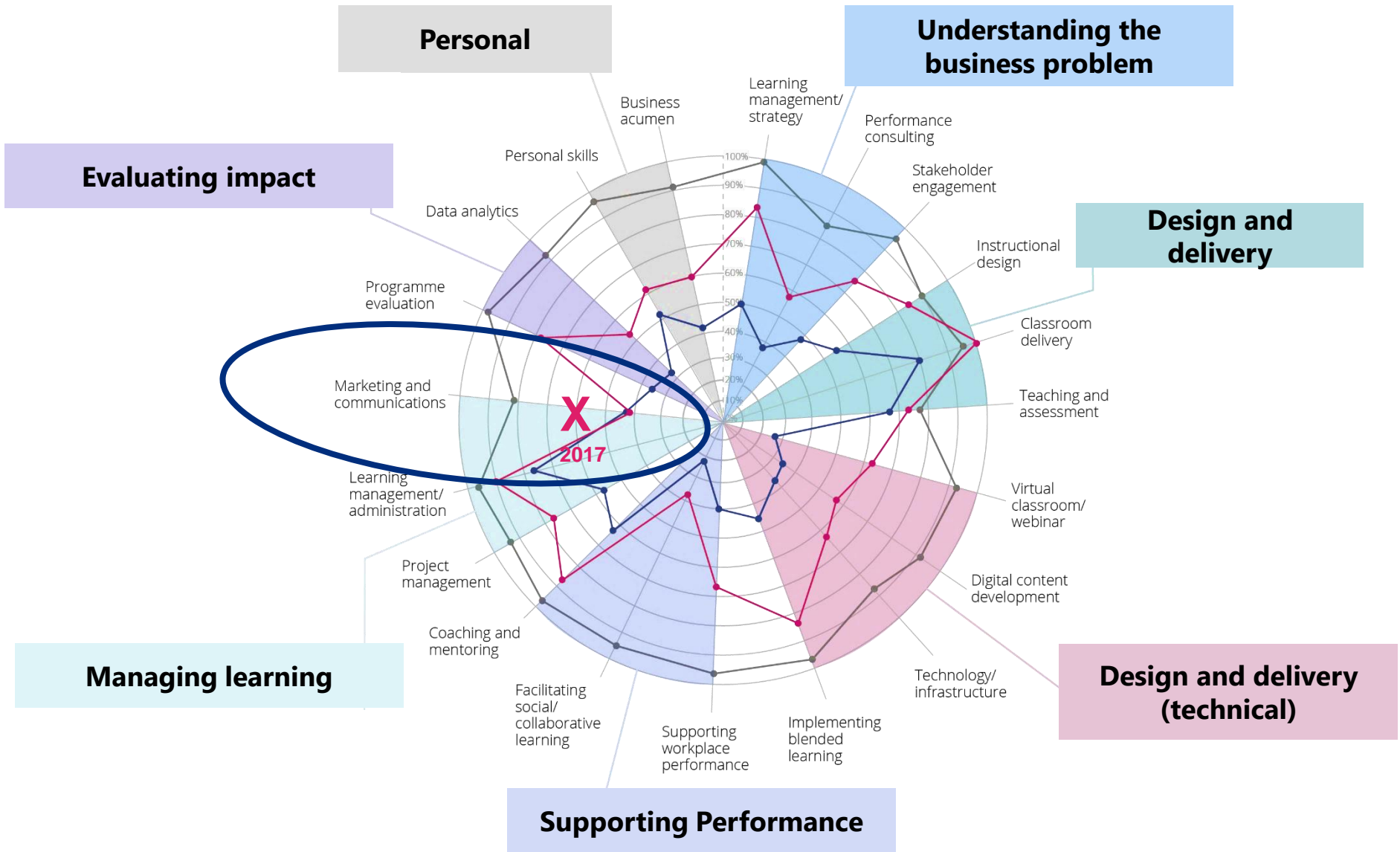
# Internal communications: session aims



## Your questions:

- How do we influence? The right message for the right audience - tone
- How can we raise awareness and get people engaged when they're so busy?
- How can we get the attention of hard-to-reach learners?
- How can we get people to deliver on-time?
- Building confidence and buy in – where our data can help

# L&D Skills in 2016



Priority skills (All)
  Skills in place (Top Deck)
  Skills in place (Rest)

# The core components: internal communications

- What do we mean when we talk about internal communications?
- What is good internal communication and why does it matter?
- Why internal communications need to be L&Ds best friend?





# How to get my message across:

## The basics

- Do you have a communications plan?
- Is it a campaign approach
- What is the timeline?
- What's the key message – less is more
- What platforms can you use?
- Who is your audience – are they desk based – are they remote – what's their language?
- Can you use ambassadors across the business?



C-suite



Business Heads



Managers



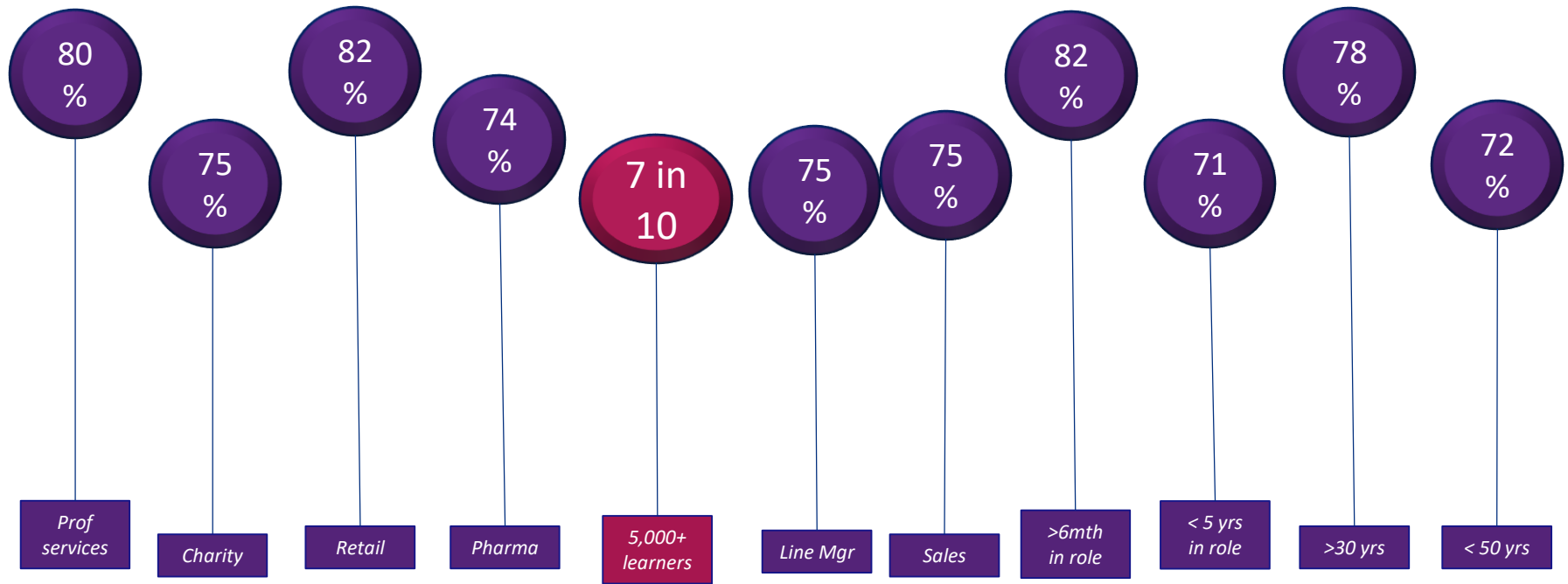
Understanding  
your audience



Employees

TOWARDS  
MATURITY 

## To do my job better and faster!



**#1 Motivator for learning online**

Minimum  
500 in each  
sample





## 150<sup>TH</sup> ANNIVERSARY CHARITY WORLD CHALLENGE

REGISTER YOUR TEAM TODAY



### CYCLING EVENT – MITIE REVOLUTION

**DATE:**  
SATURDAY – SUNDAY  
17 – 18 MAY 2014

**VENUE:**  
LEE VALLEY,  
LONDON



### TOUCH RUGBY TOURNAMENT

**DATE:**  
FRIDAY 9 MAY 2014  
18:00 – 21:30

**VENUE:**  
THE HUB,  
REGENT'S PARK



### FIVE-A-SIDE FOOTBALL TOURNAMENT

**DATE:**  
FRIDAY 25 APRIL 2014  
18:00 – 21:30

**VENUE:**  
POWERLEAGUE,  
SHOREDITCH

SIGN IN TO **THE UK GAMES** ON **SGCOMMUNITIES**



# Email

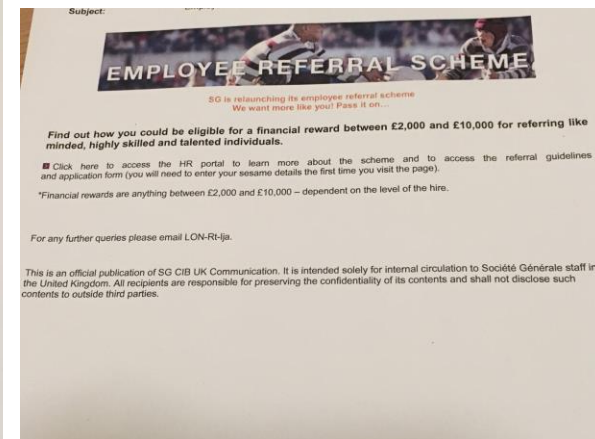
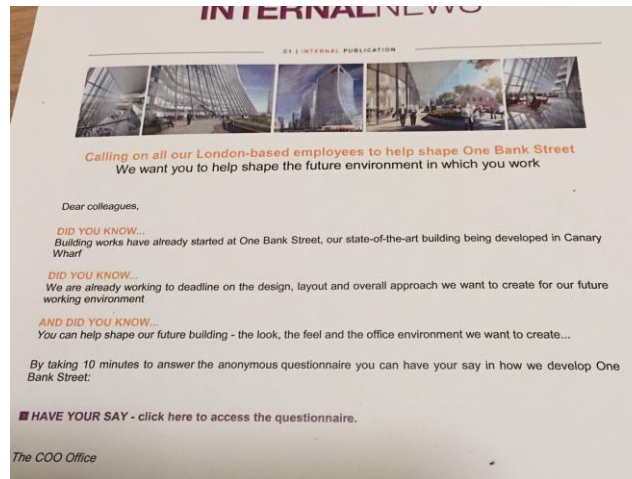
TOWARDS  
MATURITY

## Emails:

- What makes a good title – short and sweet
- Visual to grab attention
- Intro paragraph – simple summary
- Outline call-to-action clearly and succinctly  
- Emphasise by using bold / buttons / position

## Check-list:

- Tone correct for audience?
- Visuals - does it get your attention and it is on brand?
- Is there anything you can cut out?



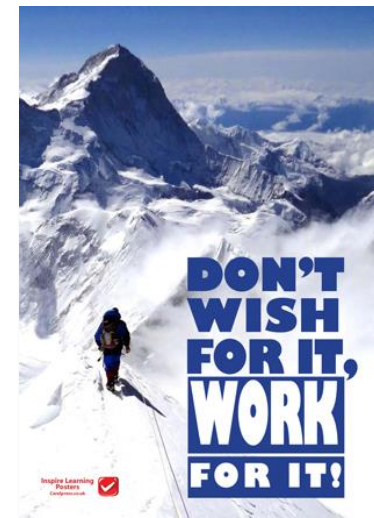
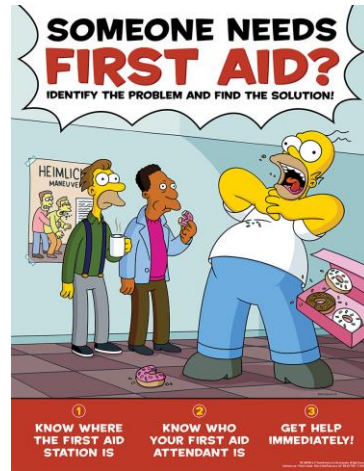


Visuals:  
 posters  
 screens  
 lift screens  
 screensavers  
 business cards  
 desk drops

TOWARDS MATURITY

## Visuals

- Less is more – strong image – consistent
- Keep on brand
- What will they get from the course?
- What's the hook
- Signpost with short links / qr / urls / contact
- Limited space – try using quotes?



# The influence of senior management

**Top managers are involved in promoting learning**

46% not for profit Vs  
Average 39%

**Top Deck 85%**

- All staff meetings / floor meetings
- Cascade approach
- Weekly team updates - making managers accountable
- Managers to encourage a sharing of knowledge across teams
- Lunch 'n' Learns

# Intranet

- Clear signposting
- Simple menus – one tier / two max
- Think about the language
- Trial it with focus groups
- Create a presence across the intranet / social – use banners



## How can I engage hard-to- reach learners / remote workers

- Think outside the box:
- Walkarounds
- Foyer stands
- Storytelling
- Lunch n Learns
- Networking events
- Videos
- Audios
- Portable learning experiences
- Message from the top
- All staff meetings



**Continual  
engagement –  
build a  
narrative –  
track a journey  
/ share success**

**TOWARDS  
MATURITY** 

## **Stats on sharing success**

### **2016 Culture Achievers**

**67%** regularly communicate learning successes to line managers and supervisors (**36%**)

If you were

**10x**

**Bolder**

What would you do differently to ensure you are driving the learning in an engaging way?



My big idea for building engagement in learning is...

My first step to make this happen would be.....

# What do you think of the idea in your hand?

On the back of the card – score 1 - 5



**1**

Not for me at all



**2**

This might work



**3**

I like this – it has potential



**4**

Great idea – needs a tweak or 2



**5**

Brilliant I can't wait to try this



The top 10 **big** ideas  
for building  
engagement internally  
for learning...



**What are you going  
to do differently as a  
result of today?**