

|   |  |   |                                    |  |  |                                      |   |  |   |  |                                       |                                   |                                      |                                    |                                     |   |   |                                 |                                   |  |                                     |
|---|--|---|------------------------------------|--|--|--------------------------------------|---|--|---|--|---------------------------------------|-----------------------------------|--------------------------------------|------------------------------------|-------------------------------------|---|---|---------------------------------|-----------------------------------|--|-------------------------------------|
| 1<br><b>Ic</b><br>Internal comms strategy   |  |   |                                    |  |  |                                      |   |  |   |  |                                       |                                   |                                      |                                    | 2<br><b>Ga</b><br>Gamification      | 3<br><b>Gi</b><br>Gimmicks/ Accessories | 4<br><b>It</b><br>Intranet                    | 5<br><b>Lh</b><br>Letters home  | 6<br><b>Ch</b><br>Change          | 7<br><b>Pu</b><br>Temperature and pulse checks |                                     |
| 8<br><b>Cg</b><br>Culture change            | 9<br><b>Bc</b><br>Behaviour change         |   |                                    |  |  |                                      |   |  |   |  |                                       |                                   |                                      |                                    |                                     | 10<br><b>Ez</b><br>Ezine                | 11<br><b>Mp</b><br>Mobile app                 | 12<br><b>Ne</b><br>Newsletter   | 13<br><b>No</b><br>Noticeboards   | 14<br><b>Cn</b><br>Content analysis            | 15<br><b>Cs</b><br>Customer service |
| 16<br><b>Cc</b><br>Crisis management        | 17<br><b>Sr</b><br>Staff retention         |   |                                    |  |  |                                      |   |  |   |  |                                       |                                   |                                      |                                    |                                     | 18<br><b>Po</b><br>Podcasts             | 19<br><b>Pl</b><br>Policies and actions       | 20<br><b>Pr</b><br>Presentation | 21<br><b>Pm</b><br>Print magazine | 22<br><b>De</b><br>Desk review                 | 23<br><b>Do</b><br>Downloads        |
| 24<br><b>Ee</b><br>Employee engagement      | 25<br><b>Ib</b><br>Internal brand building | 26<br><b>Bn</b><br>Benefits             | 27<br><b>Br</b><br>Brand           | 28<br><b>Cr</b><br>Crisis                        | 29<br><b>Cp</b><br>Corporate social responsibility | 30<br><b>Ts</b><br>Teams             | 31<br><b>Sn</b><br>Senior Leadership Team | 32<br><b>Ca</b><br>Cascade               | 33<br><b>Co</b><br>Collaborate            | 34<br><b>An</b><br>Animation           | 35<br><b>Bl</b><br>Blog               | 36<br><b>Ro</b><br>Roadshows      | 37<br><b>Sv</b><br>Site visits       | 38<br><b>Sh</b><br>Showcase        | 39<br><b>Sp</b><br>Social platforms | 40<br><b>Ev</b><br>Evaluation           | 41<br><b>Fe</b><br>Feedback                   |                                 |                                   |  |                                     |
| 42<br><b>Wt</b><br>Winning trust            | 43<br><b>Iv</b><br>Innovation              | 44<br><b>Er</b><br>Employee recognition | 45<br><b>En</b><br>Environmental   | 46<br><b>Mv</b><br>Mission, vision, values focus | 47<br><b>Fi</b><br>Financials                      | 48<br><b>Ep</b><br>All Employees     | 49<br><b>St</b><br>Stakeholders           | 50<br><b>Dc</b><br>Digital communication | 51<br><b>In</b><br>Influence              | 52<br><b>Ba</b><br>Branded environment | 53<br><b>Bb</b><br>Brown bag          | 54<br><b>Su</b><br>Surveys        | 55<br><b>Th</b><br>Town Hall         | 56<br><b>Cy</b><br>Company brief   | 57<br><b>Tm</b><br>Team meetings    | 58<br><b>Fg</b><br>Focus groups         | 59<br><b>Kp</b><br>Key performance indicators |                                 |                                   |  |                                     |
| 60<br><b>Si</b><br>Safety improvements      | 61<br><b>Wl</b><br>Wellbeing               | 62<br><b>He</b><br>Health               | 63<br><b>Hr</b><br>Human Resources | 64<br><b>Le</b><br>Leadership                    | 65<br><b>Ci</b><br>C-suite                         | 66<br><b>Fw</b><br>Frontline workers | 67<br><b>Vo</b><br>Volunteers             | 68<br><b>Ff</b><br>Face-to-face          | 69<br><b>Pt</b><br>Print                  | 70<br><b>Cf</b><br>Conference          | 71<br><b>Cc</b><br>Conference calls   | 72<br><b>Te</b><br>Text messaging | 73<br><b>Tc</b><br>Tele-conferencing | 74<br><b>Rm</b><br>The rumour mill | 75<br><b>At</b><br>Attendance       | 76<br><b>Or</b><br>Open rate            | 77<br><b>Ou</b><br>Outcomes                   |                                 |                                   |  |                                     |
| 78<br><b>Pd</b><br>Professional development | 79<br><b>Sf</b><br>Sharing information     | 80<br><b>Ct</b><br>Creativity           | 81<br><b>Sa</b><br>Safety          | 82<br><b>Id</b><br>Ideas                         | 83<br><b>Ce</b><br>CEO                             | 84<br><b>Oe</b><br>Offline employees | 85<br><b>Ld</b><br>Leaders                | 86<br><b>So</b><br>Storytelling          | 87<br><b>Td</b><br>Top-down communication | 88<br><b>Dd</b><br>Desk-drop           | 89<br><b>Dn</b><br>Digital newsletter | 90<br><b>To</b><br>Toolkits       | 91<br><b>Un</b><br>Unconference      | 92<br><b>Vm</b><br>Voicemail       | 93<br><b>Au</b><br>Audits           | 94<br><b>Qt</b><br>Quantitative         | 95<br><b>Ql</b><br>Qualitative                |                                 |                                   |  |                                     |

## THE BUILDING BLOCKS OF INTERNAL COMMUNICATION

The common elements of smart internal communication include a set of building blocks that, when brought together create an affinity, setting off a chain reaction that leads to better collaboration, greater productivity and enhanced performance.

- Define goals and objectives
- Develop an internal comms strategy aligned to the business plan
- Understand your audiences

- Be equipped with the tools and skills required to shape behaviours and attitudes and to drive business results
- Choose suitable formats, appropriate channels and compelling messages that will educate, motivate and inspire
- Periodically measure the effectiveness of internal communication to determine the actions required and to continue shaping and evolving your strategy.

## KEY

**STRATEGY**  
IC strategy is a map, an outline of the organisation's journey. Every strategy should have a clear objective and/or key goals that it wishes to achieve, detailing how they will be delivered.

**OBJECTIVES**  
An internal communication team will have many diverse functions and its purpose will vary from one organisation to the next, these are examples of common objectives/ desired outcomes.

**THEMES**  
Examples of business practices, subjects, areas of the business and other matters that internal communication can centre on.

**AUDIENCES**  
One size does not fit all and therefore communicators must segment audiences to develop a deep understanding of their communications needs.

**FORMAT**  
Examples of the different approaches and methods that help messages to be shared and communication to be facilitated within an organisation.

**CHANNELS**  
The different media by which internal communication messages are carried to employees, each with respective uses, characteristics and benefits.

**METRICS**  
The use of different forms of data and some of the main collection techniques for measuring the impact and effectiveness of internal communication.

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|                                    |   |   |                                     |   |                            |                             |                                   |  |   |                                    |                                     |
|------------------------------------|---|---|-------------------------------------|---|----------------------------|-----------------------------|-----------------------------------|--|---|------------------------------------|-------------------------------------|
| 96<br><b>Ma</b><br>Line Managers   | 97<br><b>Fu</b><br>Functions            | 98<br><b>Cb</b><br>Celebrations           | 99<br><b>Wo</b><br>Working out loud | 100<br><b>Ds</b><br>Digital signage           | 101<br><b>Em</b><br>E-mail | 102<br><b>Vi</b><br>Video   | 103<br><b>Wv</b><br>Wall visuals  | 104<br><b>We</b><br>Wearables                      | 105<br><b>Be</b><br>Benchmarks                | 106<br><b>Sm</b><br>Social metrics | 107<br><b>Ss</b><br>Surveys results |
| 108<br><b>Rw</b><br>Remote workers | 109<br><b>Tp</b><br>Temporary employees | 110<br><b>Wp</b><br>Workplace environment | 111<br><b>Of</b><br>Open forum      | 112<br><b>Es</b><br>Enterprise Social Network | 113<br><b>Et</b><br>Events | 114<br><b>Wb</b><br>Webinar | 115<br><b>Wm</b><br>Word of mouth | 116<br><b>Vc</b><br>Voice of the customer/employee | 117<br><b>Bp</b><br>Business performance data | 118<br><b>Tr</b><br>Tracking       | 119<br><b>Us</b><br>User statistics |
| 120<br><b>Ui</b><br>Unions         | 121<br><b>Cz</b><br>Contractors         | 122<br><b>Tt</b><br>Tools                 | 123<br><b>Cw</b><br>Crowdsourcing   | 124<br><b>Ms</b><br>Mobile site               |                            |                             |                                   |  |   |                                    |                                     |