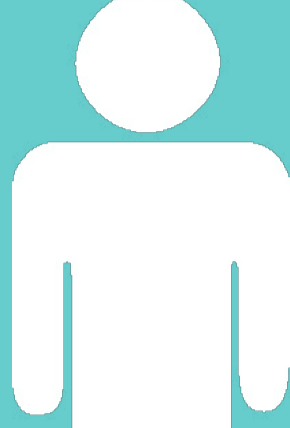


EMPLOYEE COMMUNICATION

10 best practices

White paper by Keith Burton, Gary Grates and Colleen Learch (April 2013)

1. Be a business leader first, a communicator second



2. Begin with the end in mind



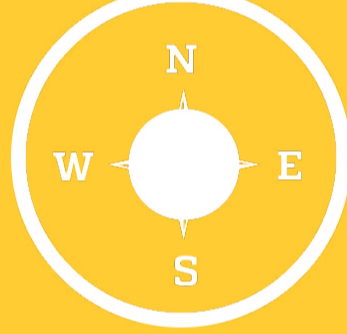
3. Challenge - don't "cheerlead" - employees



DETOUR
AHEAD

4. Create a roadmap for change, but expect detours on the road ahead

5. Build a detailed internal stakeholder map



6. Don't vacate your seat at the table; advocate a point of view



7. Adopt an authentic voice



8. Empower key leaders and front-line managers to deliver messages



9. Relentlessly reinforce key messages, even if they start to feel stale



10. Always track and measure strategies, tactics and channels

