



CHOOSE YOUR WEAPON

AWARENESS
UNDERSTANDING
ACCEPTANCE
COMMITMENT
OWNERSHIP

FROM OUTPUT TO OUTCOME:
How do you choose the right channel for effective internal communication and engagement?
Match the output to the outcome to help achieve the results you need.

 [@how_IC_it](https://twitter.com/how_IC_it)

PUSH COMMS
ONE WAY CHANNELS
FACTS

EMOTIONAL ENGAGEMENT
TWO WAY INTERVENTIONS
WHAT'S IN IT
FOR ME?

INVOLVE PEOPLE
SHARE SUCCESS
STORIES
REWARD &
RECOGNITION

AWARENESS

-  video
-  podcasts
-  intranet stories
-  emails
-  posters
-  news-letters

UNDERSTANDING

-  webinars
-  line manager briefings
-  two-way dialogue
-  Roadshow / event
-  intranet stories
-  news-letters

ACCEPTANCE

-  blogs by peers
-  informal time with leader
-  tailored FAQs
-  Story-telling
-  personal objectives /PDRs
-  line manager 121s

COMMITMENT

-  ideas into action
-  storytelling
-  reward
-  gamification
-  line manager 121s
-  personal objectives /PDRs
-  workshops

OWNERSHIP

-  Yammer / Internal Social Media
-  fix issues locally
-  ideas into action
-  storytelling
-  gamification
-  personal objectives /PDRs
-  workshops

KNOW



FEEL



DO

