

# HOW TO BUILD A RESULTS-ORIENTED INTERNAL COMMUNICATIONS STRATEGY



**Internal Communication is a strategic management tool that enables leaders to share information, build a shared vision; shape behaviour, attitudes, mindset, values, productivity, performance and delivery culture and outcomes (*within an organization*) in fulfilment of the collective mission, purpose and objectives**

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## STATEMENT OF THE PROBLEM OR NATURE OF AGENDA

01

**Identify a problem in the organization e.g. workplace behaviours, compliance, timeliness, productivity, service delivery, quality assurance, culture etc**

**Or an agenda, mission or initiative that requires collaborative action, ownership and buy-in across the organization**

## STAKEHOLDER IDENTIFICATION

**Identify those with interest and/or influence over the issue, agenda or situation in terms of impact, results, leadership, tasks/activities etc**

02

## STAKEHOLDER MAPPING

03

**Map the identified stakeholders based on interest, *influence, needs and expectation.* Determine those with **high interest and influence** and **manage closely**. Keep **others informed, engaged and satisfied****

## MESSAGING STRATEGY

04

**Develop your messaging based on what you need each stakeholder, employee group or segment to **KNOW** and **DO**. Refine your engagement approach based on how you want them to **FEEL** about the initiative**

**TIMING OF ENGAGEMENT**

**05**

**When is the best time to engage the identified stakeholders?**

**Think about order and sequence based on your stakeholder **influence** and **interest** mapping - Take note of all sensitivities**

## ENGAGEMENT STRATEGY

06

**Where is the best location for this communication and engagement - bearing in mind the stakeholder profile, nuances and desired outcomes?**

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**SPOKESPERSON (S)**

**07**

**Who is best positioned and most credible to lead the communications and engagement to achieve desired outcomes?**

## MEASUREMENT & PERFORMANCE MANAGEMENT

What does success look like?

What **actions** should we expect to see after the engagement?

What **behavioural** or **work**-related changes would indicate success or progress?

08

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09

## CONTINUOUS IMPROVEMENT

**Develop and implement the internal communications campaign or program agenda**

**Monitor and report progress, tweak the strategy and plan based on insights and feedback received**

REWARD AND RECOGNITION

**Recognize  
and Reward  
SUCCESS**

**10**

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