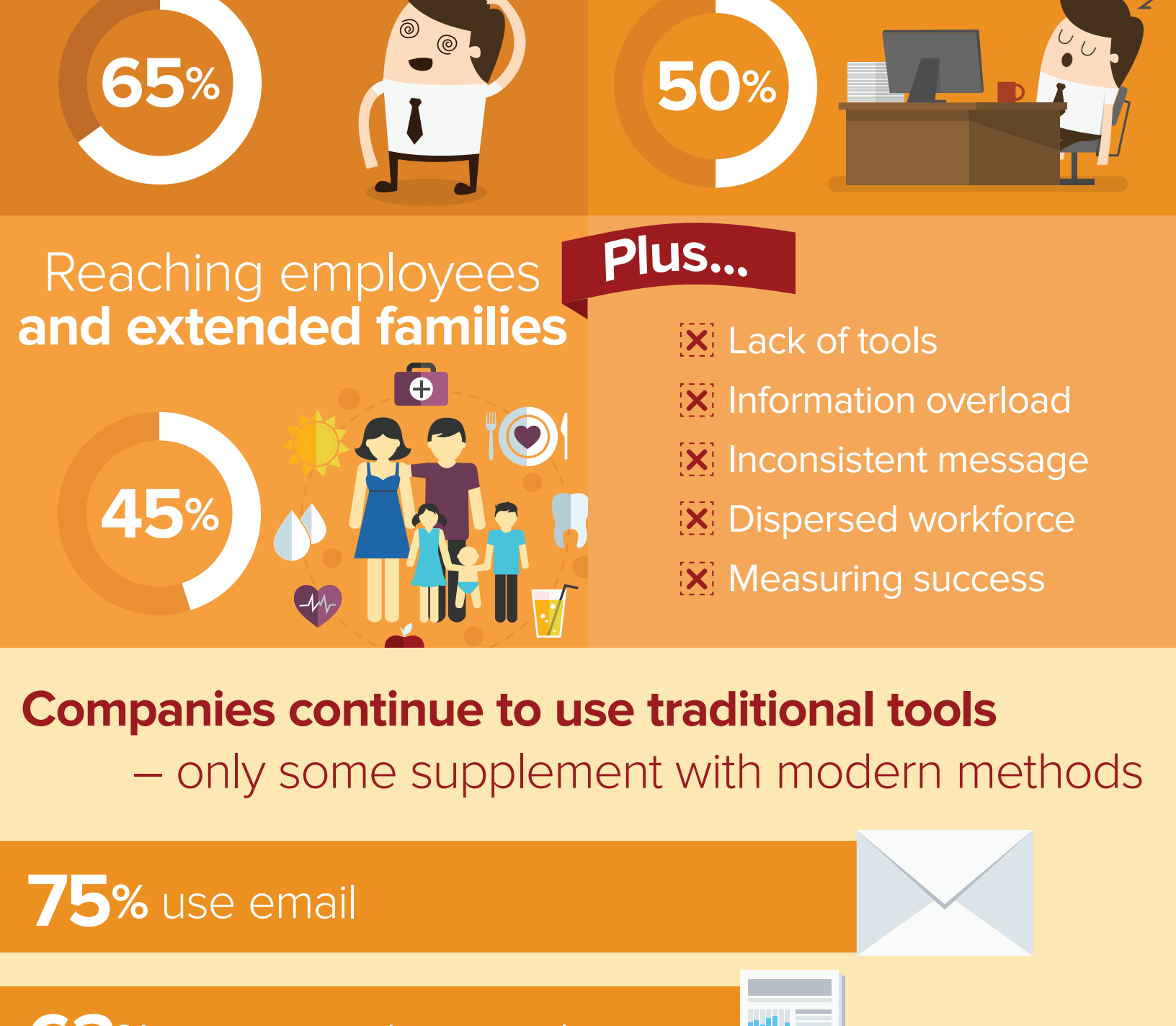


# Strengthen Your Employee Communications Strategy

## TOP COMMUNICATION CHALLENGES



**Companies continue to use traditional tools** – only some supplement with modern methods



## 10 TOP TIPS for an effective communication strategy

**1 Use a theme** to present your communications.

**2 Run focus groups** with your employees – learn what's working and what's not.

**3 Put your employees in the center of your communications.** Help them understand “what's in it for them.”

**4 Eliminate jargon.** Keep your communications simple and human.

**5 Choose communication options that offer 24/7 access.**

**6 Add gamification** to incentivize employees to act on your communications.



**8 Leverage trends** (social, mobile, video, big data).

**9 Tap into the power of cascading** – reinforce messages to employees from the top!

**10 Measure your success. Promote your success.**

## Reimagine your communication strategy

GuideSpark transforms how organizations communicate and engage with their employees by creating customized video and mobile experiences and measuring employee engagement across every stage of the employee life cycle

