**Internal Communication Plan**

**GOAL(S):**To make employees excited for our hybrid model, remove as much ambiguity as we can in the process, and create a constant feedback loop as we continue to learn and grow.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience** | **Strategy** | **Key Message** | **Channel(s)** | **Date/time** | **Owner** |
| All-company | Energize and engage the company with a formal launch of our hybrid work policy + model. | We’re embracing change and fully support this. And the team is excited!  | All-hands, Monthly newsletter, CEO Update | June 31 (launch day!) | Dusty Davidson, CEO |
| All-company | Benchmark how employees feel now via a transition survey, and create a funnel for feedback throughout the process.  | We may not have all the answers, but we’ll learn and iterate as we go.  | Share via [Workshop](http://useworkshop.com/product): push to email, text, and Slack. | Run survey the 2 weeks leading up to launch day. Anonymous form opens launch day.  | Lindsay Sharp, Internal Comms Specialist |
| All-company | Answer COVID-19 questions and other concerns up-front to eliminate ambiguity.  | Find important information here.  | Intranet | June 31 | Lindsay Sharp, Internal Comms Specialist |
| All-company | Create consistent and transparent communication about the new model and guide changes if needed.  | This is what we’re hearing, this is what’s working, and this is what we’re doing about it.  | [Workshop](http://useworkshop.com/product) Update | Every Friday | Sarah Frances, VP of People |
| Senior leadership | Involve department leaders in a start/stop/continue exercise for hybrid work. | Shape how the company excels in a hybrid model. | Monday leadership meeting | 15-minute exercise, biweekly | Sarah Frances, VP of People |
| Middle managers | Make it a talking point in every one-on-one. | We want your feedback. Is hybrid work working for you and/or your team?  | One-on-ones | Monthly | Sarah Frances, VP of People |

**METRICS TO MEASURE:**

* We’re aiming for a 90% completion rate on the transition survey, and will use that to benchmark how employees feel before and each month thereafter as we continue to iterate on the hybrid model.
* Our ideal scenario would be to maintain our engagement scores from last quarter, this quarter, even with the move to hybrid.

**LINKS TO RESOURCES + COMMS MATERIALS:**

Hybrid Work Policy
[COVID-19 Return to Office Survey](https://useworkshop.com/resources/covid-19-return-to-work-survey-template/) Results
Transition Survey Questions
Anonymous Feedback Form

Hybrid section of the intranet

[Workshop](http://useworkshop.com)