

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 : 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 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](#) Results

Transition Survey Questions

Anonymous Feedback Form

Hybrid section of the intranet

[Workshop](#)
