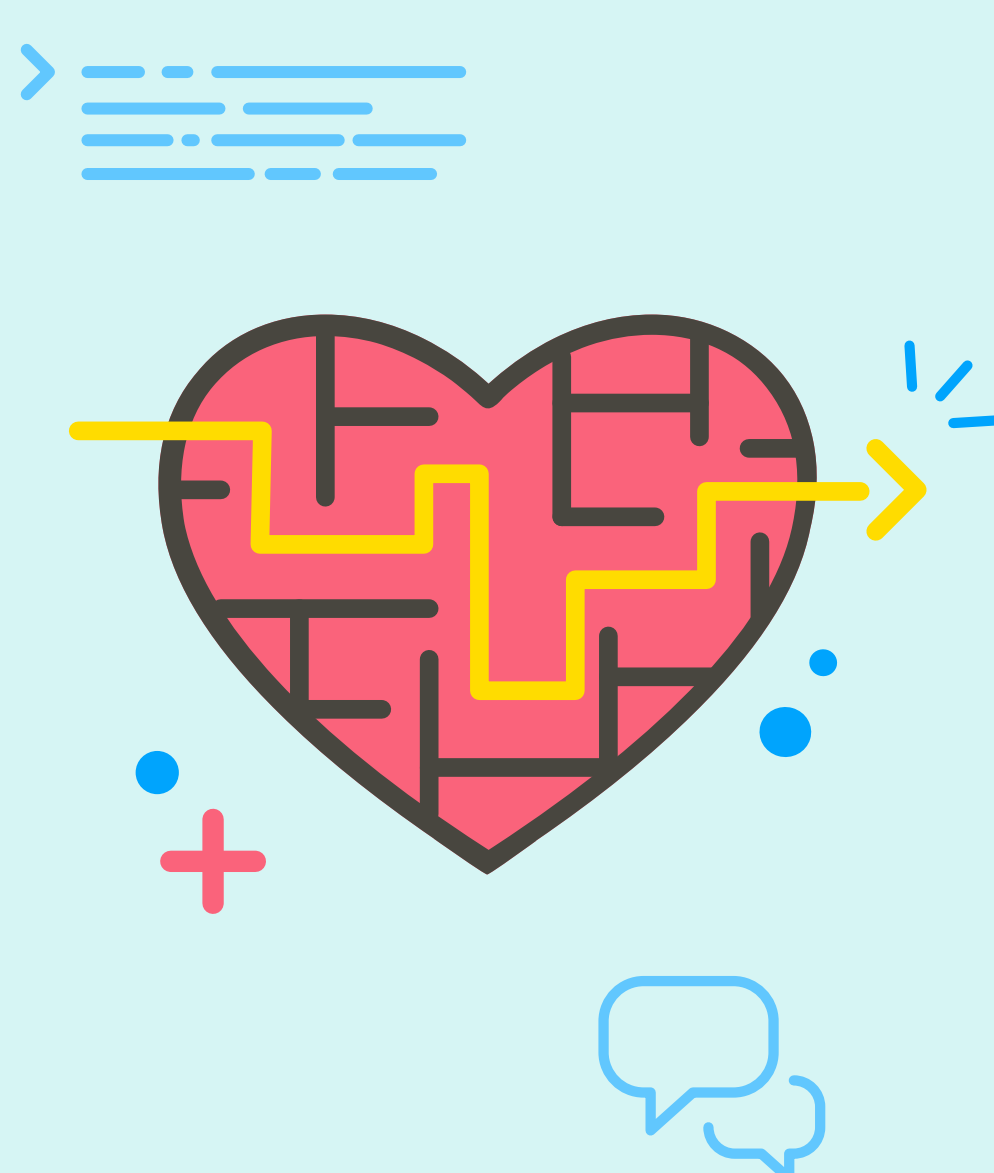


# Ideas How to Make Purpose the Heart of Every Internal Communications Best Practice

The goal of investing in any communications and engagement technology is obviously to communicate better and increase engagement. But organizations should understand that any platform, no matter how advanced, will only be as useful as the content it contains.



## 1 Know Who You Are

It is crucial that you establish the relevance of your purpose with your employees in a way that makes them care about their company and their relationship to it. Expressing your identity should be at the core of all of your communications. Purpose will be best expressed through simple and inspiring messages that are easy to relate to and understand.



bla  
bla  
bla

## 2 Cut the Crap

The fact is, not many people are deeply inspired by the communication sent out by their companies. Much of it ignores one of the most important truths of communication—cut the crap. Authentic messages in plain-spoken language will allow your employees to see the challenges and opportunities with clarity, leaving them better able to understand and get invested in the direction you're trying to lead them.

## 3 Tell a Story

Facts and figures won't be remembered. Stories and experiences will. Find ways to let your employees share their stories, and use them to foster greater understanding of the behaviors you're trying to encourage, deterring those that pose risks.



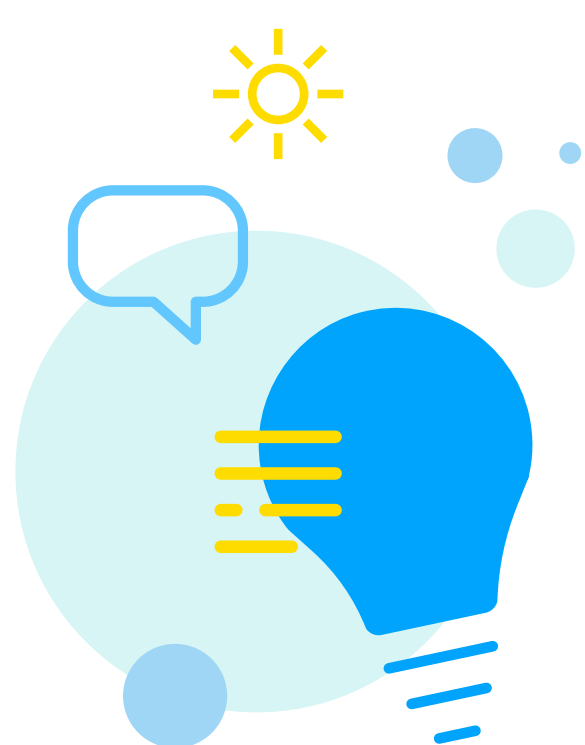
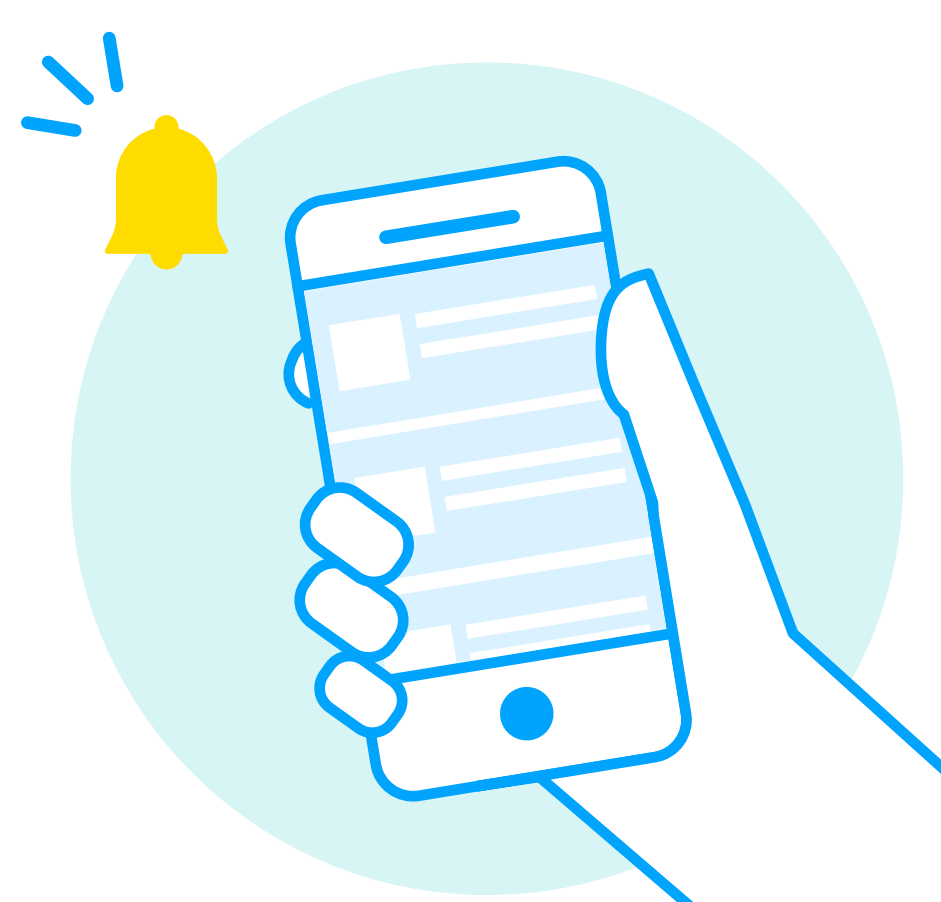
- 1 **Critical**
- 2 **High**
- 3 **Medium**
- 4 **Low**

## 4 Set Priorities

Not all messages carry the same weight. Ask yourself whether their purpose is to inspire, educate, or reinforce. Defining their intent will help you to prioritize them.

## 5 Make the Medium the Message

Consider how social media, networking, blogs, and games can spread the word in ways that your employees are increasingly accustomed. And don't overlook the obvious. Mobile technology is how people talk with one another when they can't be face to face (and sometimes even when they can). Communication that doesn't reach your employees' smartphones is poor communication.



## 6 Be Clear

Communicating the purpose of your organization takes clarity. But it's more than a matter of words. By making concrete business decisions that are clearly in line with a corporate purpose that's understood by everyone, you can show your people that their company puts its money where its mouth is, aligning its words with real actions.

## 7 Show Appreciation

Most people in the workplace are looking for more than just a paycheck. They want to be valued for their work and they want to feel like they're part of a team. Recognition—from management as well as one's peers—is a reward in and of itself. Do your best to find innovative and authentic ways to give your peers a high five when they display company behavior that aligns and therefore acknowledges your clearly stated purpose.



## 8 Be Humble

Corporate communications have traditionally come from the top-down. But ground-level dialogue is just as important, if not more so. Employees are way more likely to believe what leaders say if they've heard similar arguments from their peers. And conversations are generally more persuasive and engaging than one-way edicts.