

Strategic Communication Checklist

What are employees looking for in a communication from their leader? Use the Insight Experience Strategic Communication Model™ and this checklist as a guide.



Content and Context: *Does my communication...*

- Articulate the core message clearly and simply
- Outline strategic objectives/milestones in what timeframe
- Specify the highest priority activities and why
- Explain what is happening in our markets that will affect our business
- Highlight which customers/market segments are we focused on (scope)
- Outline how we meet customer needs differently than the competition
- Align our actions to a broader corporate/business unit strategy
- Explain the investments required to drive strategy forward
- Consider the implications for our operating model, organization, people, culture, processes and capital investments
- Explain the reasoning behind our choices
- Connect with trends from the past that inform our plans
- Articulate what is not a priority for our strategy



Consistency: *Is my communication consistent with...*

- Operating decisions
- Investment decisions
- Organization decisions
- How I am spending my time as a leader
- Direction and priorities for the organization
- What is said to other functions
- Corporate goals and activities



Empathy and Energy: *Does my communication...*

- Acknowledge our employees' situation
- Recognize employees for past efforts
- Recognize employees for contribution to personal success
- Personalize the message
- Contain WIIFM ("what's in it for me") for employees
- Have a tone that is reasonable/ motivating
- Make a positive future seem achievable



Accountability: *Does my communication...*

- Outline how employees contribute to this strategy
- Make specific requests for actions
- Link to specific performance measures at the company level
- Link to specific performance measures at the team level
- Link to corporate goals



To see Amanda Young Hickman, founding partner at Insight Experience, explain the importance of our Strategic Communication Model™, scan or click the QR Code.