

Section IV: 125 Great IDEAS in Employee Communications

**"If you have an apple and I have an apple and we exchange these apples, then you and I will still each have one apple. But if you have an idea and I have an idea, we exchange these ideas, then each of us will have two ideas."
- George Bernard Shaw**



At A Glance

- ◆ Research and planning are important and lay the groundwork for success, but it will be the actions you take and initiatives you spearhead and implement that will produce high performance results for your communications program and for your organization.
- ◆ Ideas cover such subjects as: building employee comprehension of key messages; creative approaches for bringing customers and their needs closer to employees; how to structure a managerial employee meeting program; what to talk about in manager communication training; and how to set up a communication advisory council.
- ◆ We also feature good ideas on how to energize your intranet and use managers to promote your newsletter articles.



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Collaboration and Idea Sharing 4-2

Managerial Communication 4-6

Dealing With Reality . 4-10

Connecting the Dots . 4-12

Clarity in Vision, Messaging, Business Strategy 4-13

Building Customer, Marketplace Awareness 4-16

Listening to Employees 4-20

Simplicity of Content, Appearance 4-23

Recognition 4-28



Quick Tip

Need more input on these ideas?

Motiv8 Communications has more detailed information about these ideas or can direct you to other people or resources. For assistance, give us a call at 386-322-9082 or e-mail us at motiv8comm@aol.com.

Also, visit our website at www.motiv8comm.com to see issues of our free *Ideas For Employee Communications* newsletter.

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Creative insights and practical solutions... planning all the way through execution... from the former employee communication manager for GE.

Motiv8 Communications...dedicated to helping businesses and organizations use employee communication strategy and tools to reach, engage and motivate employees.

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- » Internal campaigns and programs
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- » HR and benefits communication
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Coach