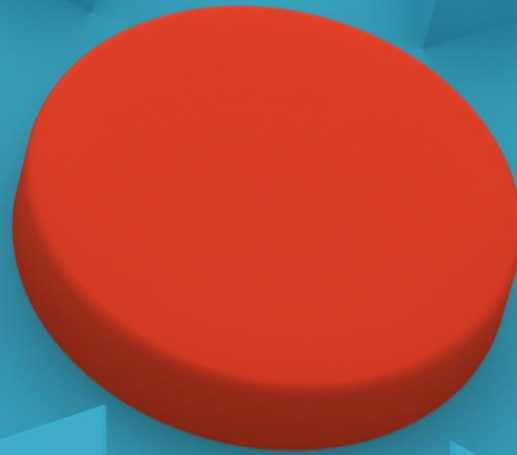


3 steps to deliver impactful communication in 2025



Integrated communication planning



In this document ...

3 steps to deliver impactful communication

Step 1: Define your communication focus ([page 5](#))

Step 2: Measure impact and learn ([page 10](#))

Step 3: Demonstrate your value ([page 14](#))

Why bother planning? We're so busy delivering!



Be less 'busy' and reactive

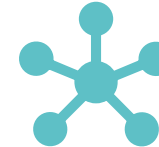
Avoid overloading your Communications team: ensure you're resourced based on changing demand



Position your team strategically with a planned, proactive approach, clearly adding value in delivering on organisational priorities and outcomes



Develop connected, coordinated and joined up activities from an audience perspective, avoiding 'crashes' and overload

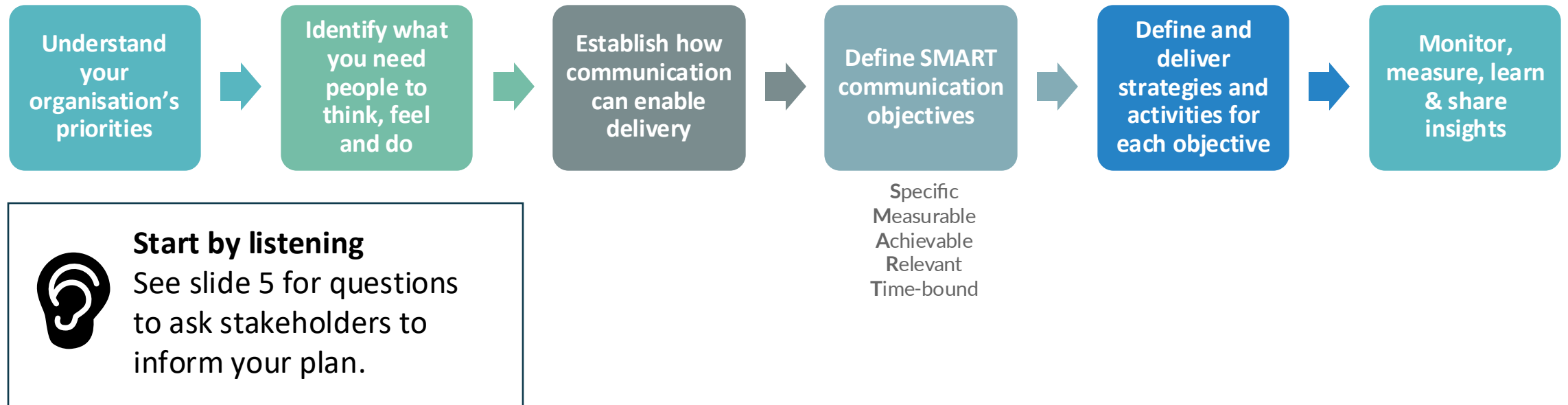


You can't plan everything, but it helps us to **manage things well when the unexpected hits!**

Take time to plan to save time, cost and your sanity!

Step 1: Define your communication focus

Understand your organisation's priorities to establish your communication objectives





Listen to inform your plan

Questions for valuable planning conversations



Ask: Internal customers

12 months from now, what do you hope to have achieved?

What would audiences and stakeholders be thinking, feeling and doing differently?

What sensitivities, obstacles or people-related aspects could get in the way?

What has worked well in the past and what has not?

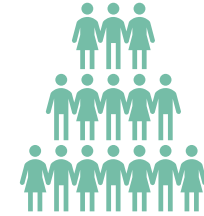


Ask: Your Communications team

What are the overarching and measurable objectives for our team to support the organisation's priorities?

Can we map and link topics and themes to ensure a joined up and singular story for audiences?

What resources, ways of working and learning do we need to be able to deliver?



Ask: Your colleagues (HR, Marketing etc)

How can we work together at the moments that matter for audiences to deliver on the organisation's priorities?

Are accountabilities, decision making and ways of working clear to ensure we are successful?

What are the key measures and how/when will we measure and learn?

Step 2: Measure and demonstrate impact

Measure and demonstrate your value to build trust and transparency

Engagement

Consider your engagement measures, beyond open rates and reach. Engagement measures include time spent reading messages, interaction (likes, comments, shares), viewing online media and taking part in surveys. They provide better insights so you can adjust and improve your communication approach.

Sentiment

There is an opportunity, including through various online tools, to understand the impact of communication emotionally on audiences, understanding sentiment and behaviour. You can then make necessary changes and take meaningful decisions about your communication approach.

Delivery and listening

Measure the effectiveness of the channels you use to deliver messages and include feedback loops or conversations to provide insights about the response, understanding and action taken. Importantly, demonstrate you have listened to build trust and encourage further feedback.

Ultimately, draw on data as much as you can. Work with colleagues in HR and Marketing to demonstrate the value you collectively deliver and how this relates to business outcomes.



The power of three questions

Consider three questions that you can ask consistently through the year, in real time at events and through communications, to understand how you are doing in achieving these objectives and where there are trends. Adapt your approach based on insights.

For example, if you have a new strategy and you want to know if people understand and believe in it, consider the questions opposite:

Example three questions:

1. How well do you understand our new strategy? [1-5 rating scale]
2. How strongly do you believe it will support our success? [1-5 rating scale]
3. How well do you understand what it means for you in your role? [1-5 rating scale]



Step 3: Act on measurement insights



Identify someone in your team who has time and space to review measurement data and draw out actionable insights for your team.



Discuss the trends, insights and assign actions to learn and improve, as part of your regular monthly team meeting.



Raise the trends and insights with your **senior leadership team**, identifying actions they can take to better engage people and support your organisation's success.



Consider **ENPS data** in relation to **customer NPS** and track trends and correlation.

Take an integrated approach:

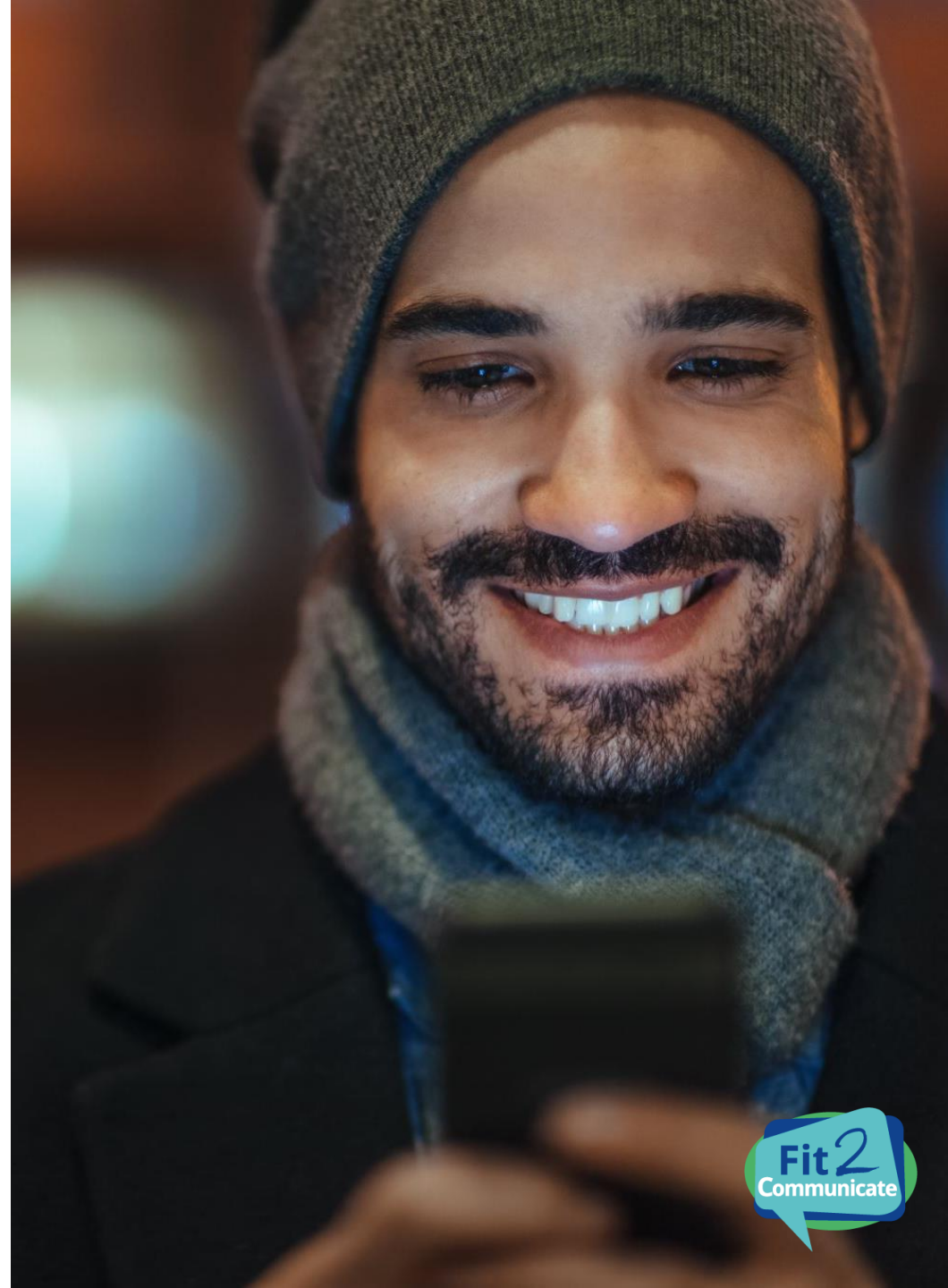
Internal & External Communications teams working together

What is external is also internal – employees should always see content first so they can be advocates for your organisation.

What is developed internally can often, with appropriate sign off be used externally. For example, people stories.

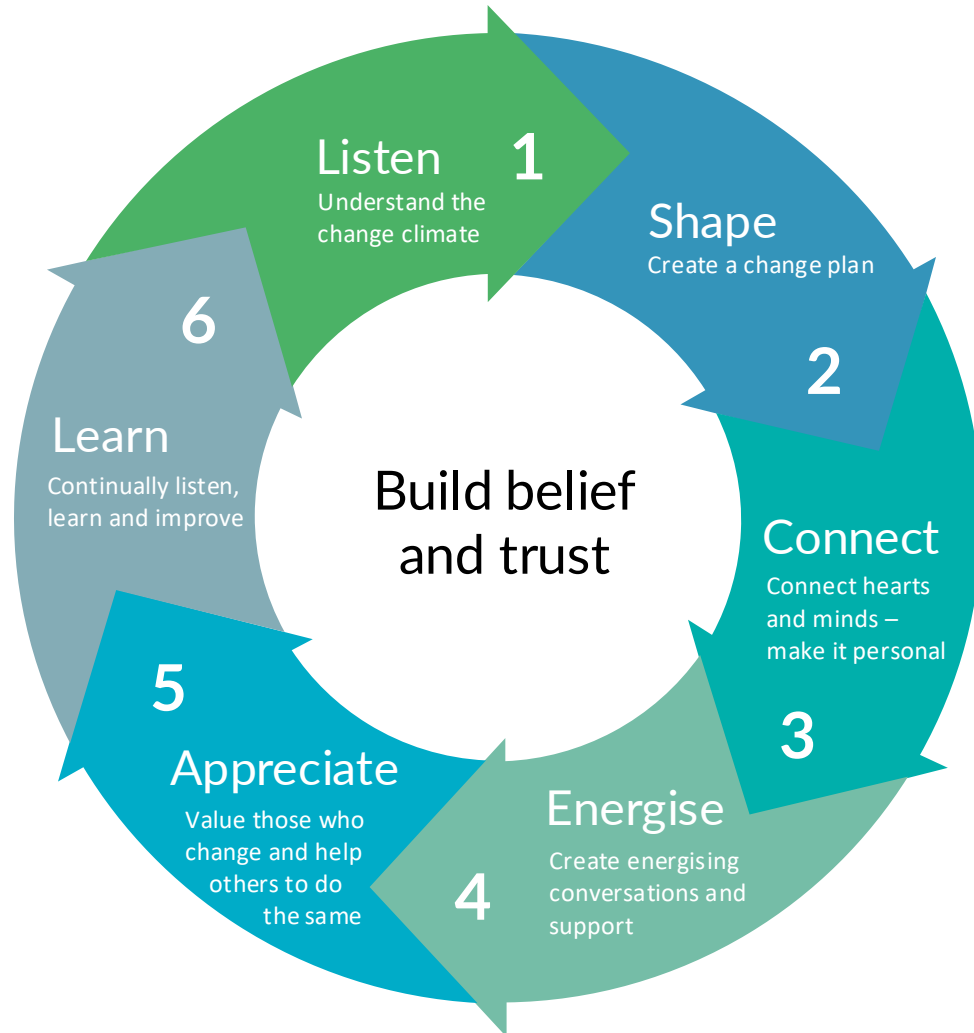
Work together, across your Communications function (and with other functions) to develop an integrated plan focused around organisational and external milestones to develop content, including visual, audio and video assets, that can be used in multiple ways.

You'll achieve more, while saving time and money.



Support behavioural change

A powerful basis for change communication in organisations



Listen

- Open your mind
- Listen empathetically
- Understand their experience

Connect

- A compelling reason to change
- Share within natural communities
- Connect leaders – with one voice

Appreciate

- Show you value those who change
- Build the bank of appreciation
- Colleague appreciation matters most

Shape

- Draw on listening insights
- Focus on conversation
- Co-create for real ownership

Energise

- What does this mean for us?
- What does it mean for me?
- Colleagues energise colleagues

Learn

- Learn from what you hear
- Let people know you've heard
- Take action

CREATING AN EXPERIENCE PEOPLE DON'T WANT TO LEAVE

How are you engaging great employees to stay with your organisation?



For help in creating communication practices for a great employee experience and engagement, contact hello@fit2communicate.com

Consider the Employee Experience

Consider how you come together with other functions at the moments that matter to create a stronger and more impactful employee communication plan



Created by Fit2Communicate



Co-founders Karen Dempster and Justin Robbins have over 40 years' experience of empowering people to communicate and inspire teams behind strategic goals and major change programmes.

They were both awarded a Fellowship of the Institute of Internal Communications in 2017, recognising their contribution to the profession.

www.fit2communicate.com
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Fit2Communicate specialises in:

- Communicating major transformation programmes, new strategies and introducing new technology, supporting long term employee behaviour change.
- Employee communication channel audits, strategies, frameworks, processes and ensuring effective adoption.
- Developing Employee Communications teams.
- Leadership communication coaching and training.
- Maximising team effectiveness through communication.
- Individual communication coaching.
- Message and content writing and editing.