

## Good Thinking Guide No.4



**How to Align Colleagues**  
The Briefing Document

# The Challenge

Your organisation has just published its latest business plan, setting out its goals for the next five years. It's your job to figure out how you and your team can support these objectives, every step of the way.

The overarching purpose of internal communications should be to make your organisation more successful. Close alignment with your business plan is the only way to do this.



# What you need to do

You need a plan – an internal communications strategy – that sets out your purpose and aims, clearly in line with your organisation’s vision. And these should be backed up with proper, considered measurement.

Challenge yourself. How are the things you are doing supporting the business plan? How can I measure impact? If they aren’t, and if you can’t – stop!



# Why you need it

A living, breathing strategy sets out your vision for internal communications – and how you’re going to get there. It gives you and your colleagues a framework to work within, ensuring your efforts and resources are focused and effective.

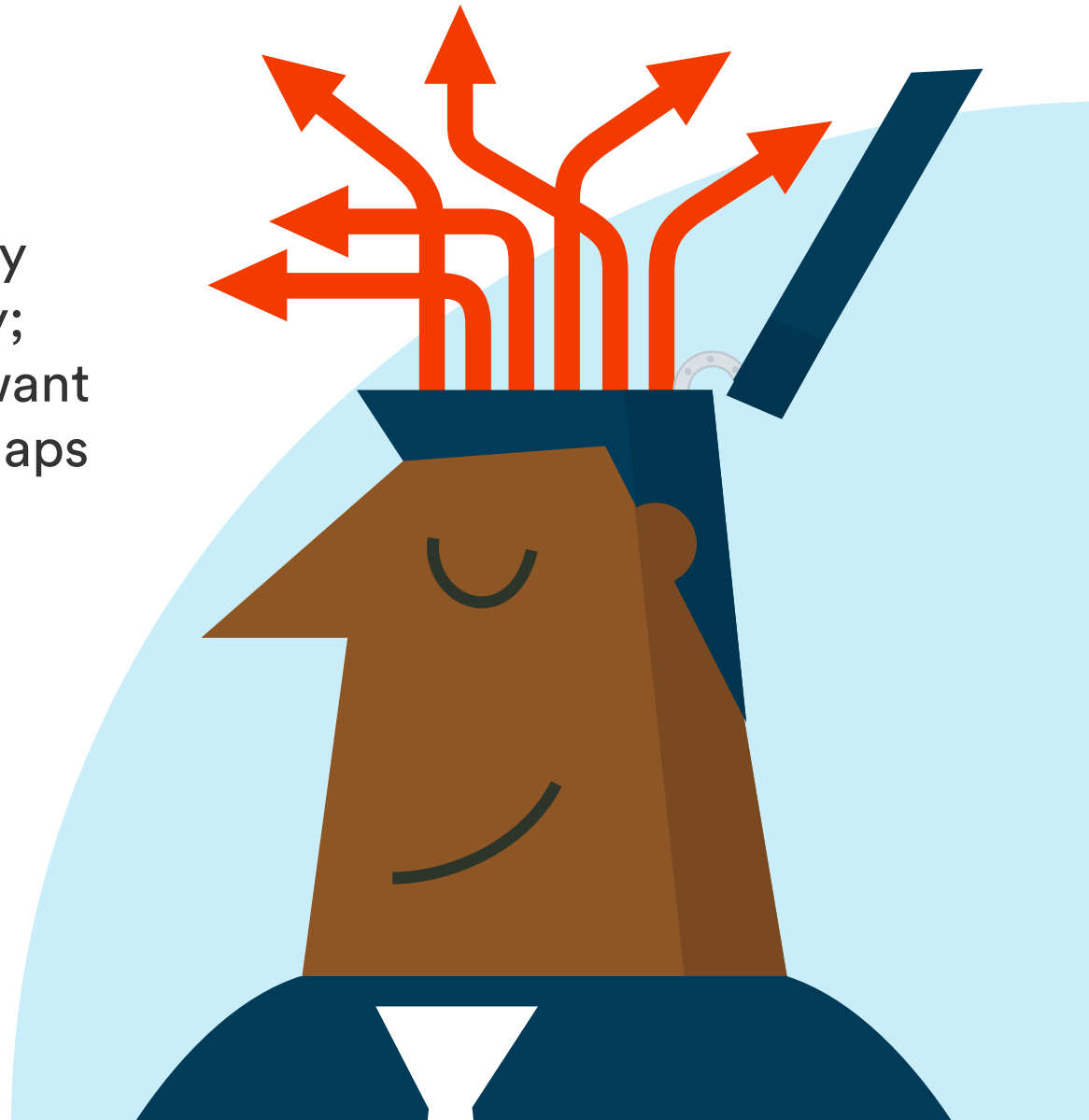
The Gatehouse 2019 State of the Sector report found that 67 per cent of employees are not clear about how they contribute to their company’s strategy. It’s your job to improve on this!



# How you do it

Think about what you want to achieve and map out how you're going to get there. You need to consider your goals and how they support your company's strategy; what you want to say, how you want to say it and when. Last but perhaps most crucially, include how you know if it has been a success.

Remember, measuring success is not about volume or noise. Think about how you measure the impact of your activities. Have they changed perception? Have they changed behaviour? Are they making a tangible difference to the bottom line?



# What the impact should be



Proven results – more engaged employees who are more productive and know what their impact on the wider organisation is. And the more obvious the link between your internal communications activity and the success of your organisation, the better. This will make leaders sit up and take notice, seeing your team as their trusted advisors.

The result: more engaged colleagues aligned with the bigger picture.

# So what next?

Get in touch with us and we'll work with you to help align your workforce and make everyone's job easier, more fulfilling and generally more awesome.

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