



## Red | Section 3 Channels

**We recommend you build a clear picture of the ideal channel suite for your organisation. Use the insight you have gained from understanding the needs and preferences of your audience and find examples of best practices from other organisations for inspiration.**

Your audience segmentation model and personas will help you decide the best suite of channels, from digital and social, to face-to-face and experiential. Define the purpose of each channel and the ideal frequency. This will become your channel framework. Remember, one size does not fit all. There will be niche audiences that require bespoke solutions. And, of course, your IC channels do not operate in isolation. What is the interplay between them?

Move beyond merely broadcasting to your workforce. Instead, consider how you might build conversation and feedback into your channels. [Get in touch](#) to request your free copy of *[From Cascade to Conversation - Unlocking the Collective Wisdom of your Workforce](#)*, by Katie Macaulay. This examines how organisations can shift from a one-way, instructional style of communication to something more participative and involving. Here's a short [film that captures the essence of the book](#).

Research shows IC teams struggle most with face-to-face channels because these require training and ongoing support. Talk with colleagues in HR or Learning and Development about their plans for line managers and leaders. Perhaps you can make progress in this area by pooling your resources and taking a combined approach. If improving face-to-face communication feels too daunting, consider a small trial or pilot in one area of your organisation.

Finding inspirational examples of internal channels from other organisations can be difficult. But we're happy to share some recent case studies – just email [Abi Terry](#).

To help you build a suite of modern channels that reach the right people in the right way, [ask us](#) about AB's Channels and Platforms workshop. This session will help you take your channels from good to great. We will help you create a channel framework, recognising your audiences as consumers with differing needs, preferences, and expectations.