



Amber: mostly 4 and 5

You have a functioning suite of channels but these need to be optimised. Use your audience segmentation model and personas to build channels based on audience needs. Ensure you have a defined purpose for each channel and communicate this to each audience. Choose the appropriate media and frequency based on people's preferences and requirements. Remember, one size does not fit all. There will be special, niche audiences that require bespoke solutions.

Look for ways to build more conversation and feedback into your channels. Make them genuinely valuable to the business by using them to harvest great ideas and opinion, especially from frontline employees.

Your IC channels should not work in isolation, so think about the interplay between them. Research shows IC

teams struggle most with face-to-face channels because these require training and on-going support. Talk with colleagues in HR or Learning and Development about their plans. Perhaps you can make progress in this area by combining your plans and pooling your resources.

You may find AB's Channels and Platforms Workshop useful. This gives useful insight into creating a modern channels suite that reaches the right people in the right way. The workshop covers how to build a channel map, deliver the human touch in a digital workplace and treat your audiences as consumers. We also recommend great off-the-shelf solutions to take your channels from good to great. To find out more email us.