



Red: mostly 1, 2, and 3

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. Find examples of best practice in other organisations. 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 will not fit all. There will be special, niche audiences that require bespoke solutions.

Move beyond merely broadcasting to your workforce. Consider how you might build conversation and feedback into your channels. Ensure your IC channels do not operate in isolation. What is the interplay between them? Research

shows IC team 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 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.

To help you build a suite of modern channels that reach the right people in the right way, ask us about our Channels and Platforms workshop. This covers how to build a channel map, deliver the human touch in a digital workplace and recognise your audiences as consumers. We also recommend great off-the-shelf solutions to take your channels from good to great.