

OVERCOME THE NOISE & INCREASE IMPACT OF YOUR CHANGE COMMUNICATIONS



576 BILLION EMAILS PER YEAR

Employees are overwhelmed with the billions of emails received per year.



50% EMPLOYEES PREFER EMAIL

In spite of the email overload, the preferred method of communications by employees is email rather than an intranet, mobile apps or digital signage solutions.



40% EMAILS RECEIVED CONSIDERED NOT IMPORTANT

How do you get the attention of employees buried underneath all these emails?

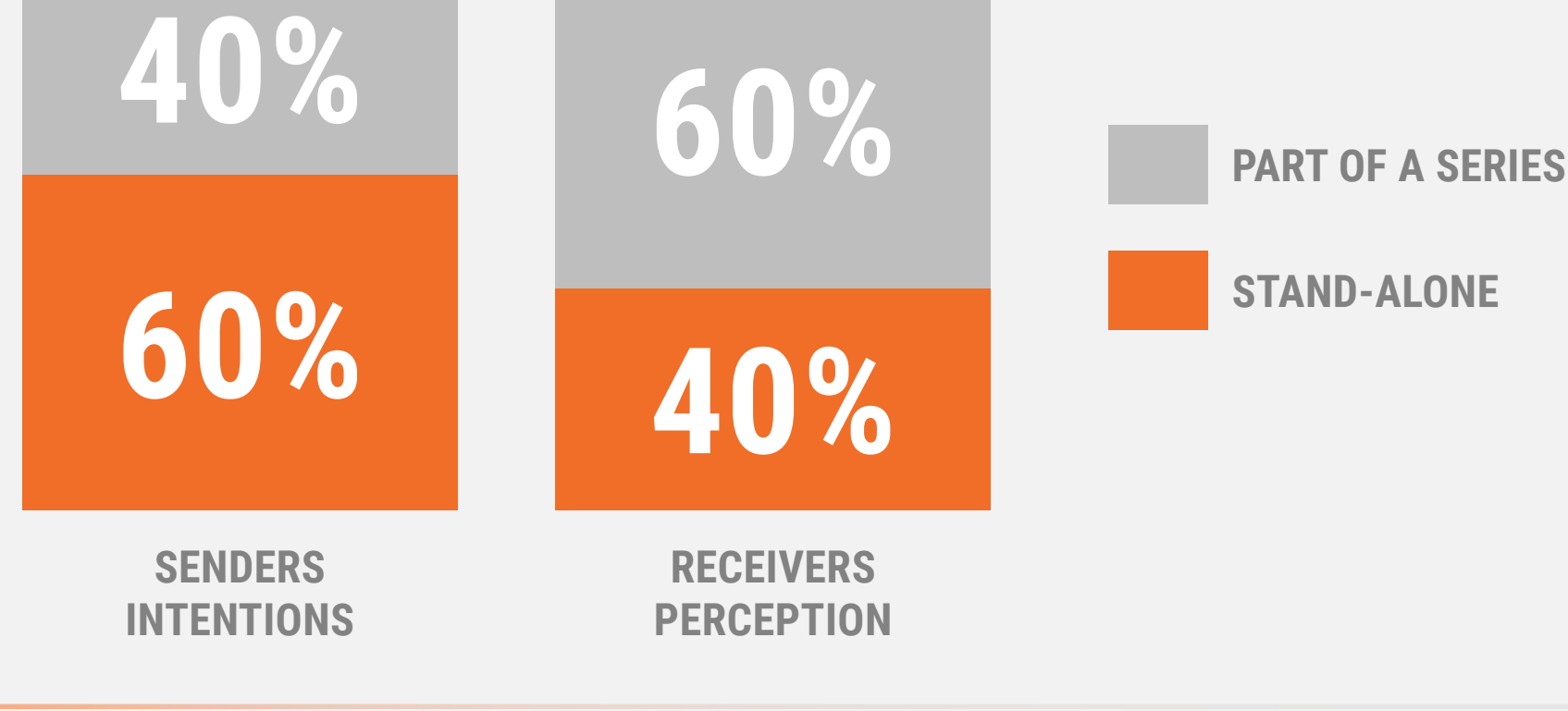
1 LOCALIZATION

2 TARGETED FREQUENCY

3 CAMPAIGN OR SERIES

Three characteristics that are most strongly correlated with successful communications. Relevance and reinforcement are essential.

TYPES OF MESSAGES



Employees tend to believe most messages are part of a series, even though only 40% of messages actually were. Take advantage of the receiver's perception by connecting related messages.

COMMUNICATION CHARACTERISTICS THAT INFLUENCE SUCCESSFUL CAMPAIGNS

Consider audience and content when designing your communications.

communication type

campaign characteristics



PERFORMANCE

- Series of messages to introduce and reinforce
- Personalization
- Length of email
- Known/respected sender
- Appropriate delivery channel choices



SECURITY

- Localization
- Timing
- Series of messages to introduce and reinforce
- Audience segmentation
- Frequency



ONBOARDING

- Audience segmentation
- Frequency
- Call to action
- Localization
- Timing



CORPORATE CULTURE

- Series of messages to introduce and reinforce
- Timing
- Known/respected sender
- Call to action
- Sequencing multiple messages

3 BENEFITS OF SUCCESSFUL COMMUNICATIONS



ACCELERATE CHANGE



IMPROVE EMPLOYEE ENGAGEMENT AND PRODUCTIVITY



INCREASE ENTERPRISE AGILITY

All statistics cited are from IDC infobrief, "Strategic Corporate Communication: 5 Steps to Overcome the Noise and Increase Impact."

To download the IDC InfoBrief, please visit: www.guidespark.com/IDC-Infobrief

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