WEBINAR

ENSURING ONGOING COMMUNICATION PROGRAM SUCCESS

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GuideSpark

Accelerating change effectiveness through communication

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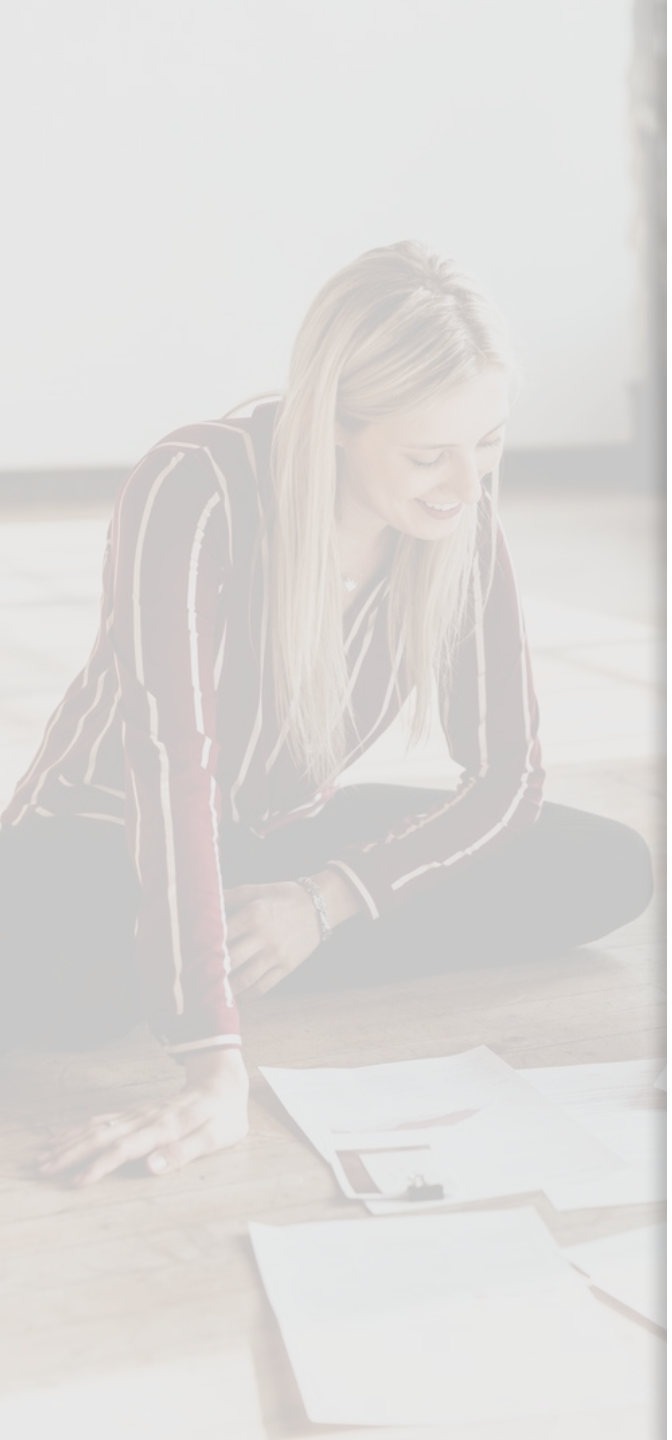

WELCOME

Q&A

At the bottom of your Zoom window, you'll see a Q&A button to submit questions at any time, which we'll answer at the end of the presentation.

If you use social media to post about this webinar, please use @guidespark or #gswebinar.

After the webinar, we'd love your feedback! We want to make sure we continue to provide what you're looking for.

We'll send you the recording and slide deck following the webinar.

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SPEAKERS

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AGENDA

1. Why Optimization Matters
2. How to Read Engagement Data
3. Identify When & How to Optimize
4. Evolve Your Program
5. Key Takeaways
6. Q&A

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POLL 1

1

DO YOU MAKE CHANGES TO COMMUNICATION PROGRAMS THAT ARE ROLLED OUT EVERY YEAR (E.G., OPEN ENROLLMENT)?

1. Yes, we sometimes change the theme or the visuals
2. Yes, we increase messaging around what's new or different
3. We use a very similar communication outline each year
4. We make strategic changes based on feedback and engagement data

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OPTIMIZATION
=
AN EVOLUTION MINDSET

Identify **key trends**

Measure success in **context**

Consider **qualitative vs. quantitative** data

Track **big-picture KPI** results

HOW TO READ YOUR ENGAGEMENT DATA

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CONSIDER INTERNAL FACTORS

- Delivery Channel
- Number of Communication Programs
- Format Variation
- Feedback from Your Audience

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ANALYZE EXTERNAL FACTORS

Time Period

Isolated Events or Business Changes

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TEST YOUR THEORY

Ask your audience

Conduct employee surveys & feedback sessions about the impact of your campaign so far.

Form a hypothesis

Use your understanding of the data to form a hypothesis about what could be stunting engagement.

Test one audience segment

Test your approach on one small employee segment. If you see a change, you'll better foresee a larger impact.

Expand your changes

Identify additional segments to include. Consider using the same strategy for additional, similar groups.

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EVOLVE YOUR PROGRAM

Understand your own review process

Some subject matter requires more frequent review cycles, while others depend on your own benchmarks. The more often you're checking in and optimizing, **the earlier you can take action.**

Adopt a proactive mindset

Aligning your program with the way your employees already engage with content – and adopting new tools as you go – will lead **to a deeper, quicker connection with your workforce.**

Continuously optimize and improve

Understand that optimization is ongoing – **it's a process that will never be truly complete**, because it needs to adapt with the acceleration of change to continue to engage your workforce.

The technologies and platforms you use to reach your workforce now may be entirely new in 5 years. As tastes and trends change and priorities shift, **your strategies to engage your audience should change just as often.**

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POLL 2

2

HOW ARE YOU CURRENTLY SEGMENTING YOUR AUDIENCES?

1. By location
2. By demographics
3. By role
4. All of the above
5. We're not currently segmenting our audiences.

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USE CASE

OPTIMIZING A COMPENSATION PROGRAM

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STEP-BY-STEP OPTIMIZATION

YEAR 1
Measure

- Polls and ratings are used to benchmark current perception on pay
- Auto-email is established through Workday, and audience is segmented into groups
- The company collects as much engagement data as possible: *users reached, engaged views, and actions taken*

YEAR 2
Iterate

- Year 1 data is used to change up the approach in locations where engagement was lower, including more localization
- People leaders are leveraged to deliver information in 1-on-1 meetings
- Posters are utilized in the warehouse space to cater to deskless workers

YEAR 3+
Enhance

- The company finds that engagement and understanding have drastically improved
- Certain employees indicate they're interested in new, fresh content and messaging, so a refresh process is put into motion
- They plan to fine-tune, add more layers to the personalization and segmentation strategy, and continue to level up the program

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KEY TAKEAWAYS

1. Optimizing your program matters for **your organization's long-term success**

2. The first step in successful optimization is **a strong understanding of your engagement data**

3. **Test your optimization changes** before you apply them more widely

4. **Adopt an evolution mindset** to continuously think ahead and be proactive about strategic communication decisions

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Q&A

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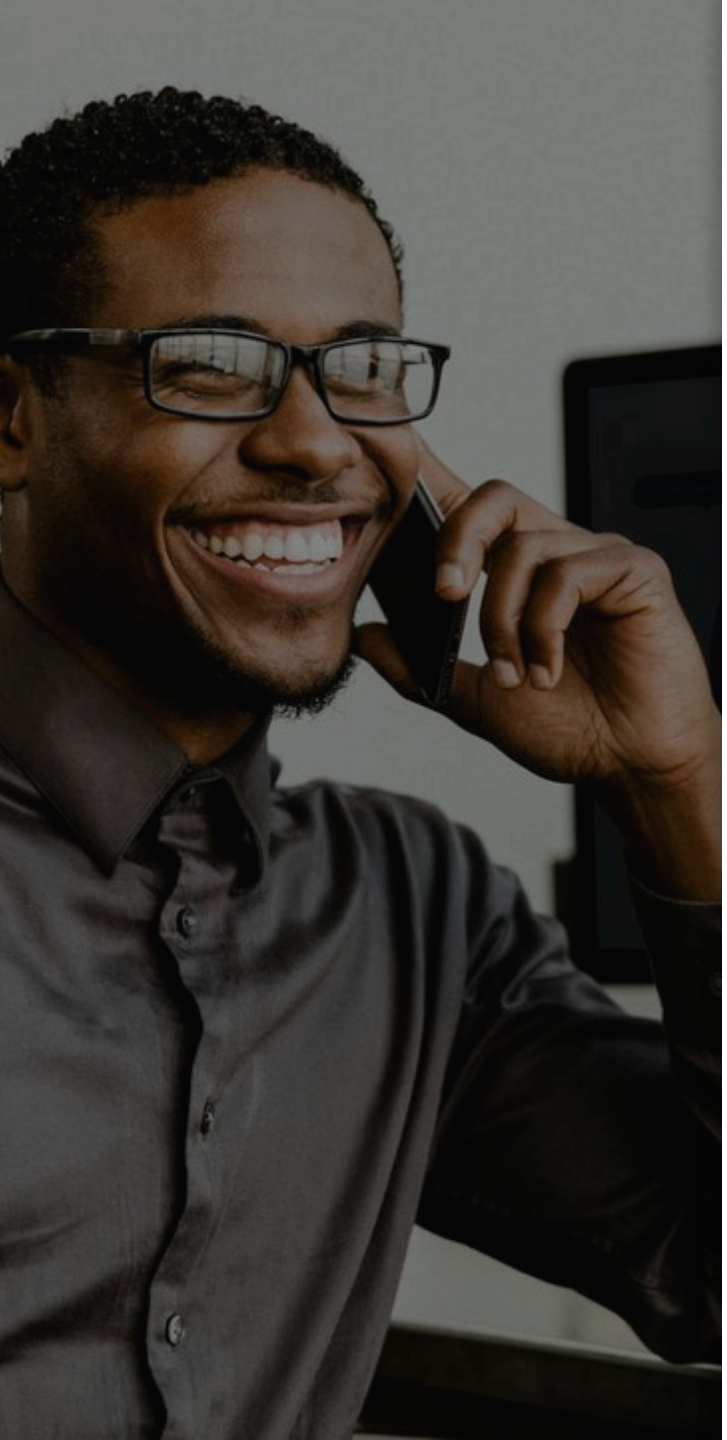

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