



WHAT, WHY, WHEN, WHERE AND HOW

The Communications Equation

Everyone has a **'What'** that is on their mind and likely troubling them. This could be a day-to-day task, an exciting project, or a problem that needs addressing. The end point for the What is usually an existing or upcoming initiative. This initiative may be defined, or maybe you need help defining it.

SOME EXAMPLES OF YOUR **WHAT** COULD BE:

- a return to office plan
- a new policy, procedure, or software
- a new strategy
- a critical event or meeting
- a desire to better engage your workforce or external stakeholders

...the list could go on and on.

Maybe you are like most people, and have more than one **What** on the go.

You spend a lot of time, energy and effort on your What. The success of the What is important, or integral, to your business. Shouldn't you be doing everything possible to ensure you're maximizing a successful outcome for your What? Messaging within HR is extremely delicate, and the margin for error is slim. Furthermore, it's often neglected and its impact on success is substantial.

And that is where the balance comes in. If you aren't spending equal attention on articulating the Why, When, Where and How of the What to everyone involved, gaining their buy-in, and (where appropriate) gathering their input, you risk creating unwanted tension versus achieving the desired impact.

Taking a step back and thinking of the bigger picture, and all of the elements and resources

involved, will bring clarity. Perhaps your What pairs perfectly with someone else's What, and complementary elements or efficiencies can be found to both simplify the roll out and increase the likelihood of adoption. Perhaps your What requires a different message to be crafted for different audiences, or there are different contexts and levels of sophistication to consider.

That is where a thoughtful and deliberate communications plan and strategy comes in, and that is what our Communications and Creative Partner, **HUMANCONTACT**, are experts in helping to deliver. We can devise solutions to maximize your ROI on 'one-off' initiatives or you can lean on us on an on-going basis.

If you have a 'What' that is important to you, please contact us today.

