

# Chick-fil-A HELP Communications Strategy

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**Research**

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**Objectives**

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**Timeline**

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**Next Steps**

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# Research

**Five in-depth interviews.**

**Three focus groups.**

- Where are we now? 8
- 75% feel they receive timely and relevant information (based on November pulse survey).
- What's needed to get to 10: pilots, detailed info, feedback, time to review newsletter, real-time communication/reinforcement, talking points, face-to-face is key
- Primary communication platform: newsletter is good for glancing, archives



# Objectives



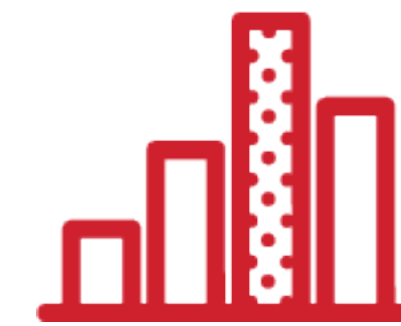
**Ensure 80% of Chick-fil-A HELP employees feel that they receive timely and relevant communication.**

- One centralized communication hub that functions as a news and resource hub
- Digital screens (wallboards)
- Text (SMS)
- Communication processes/ guidelines



**Increase number of employees that feel valued by leadership by 5%.**

- Begin quarterly Leadership Conversation series
- Publish monthly leadership video on communications site
- Weekly team meetings and follow up materials



**Elevate the Chick-fil-A HELP story among all audiences**

- Develop assets that tell the Chick-fil-A HELP story and enable employees to use them
- Take advantage of chain-wide and grassroots opportunities to increase awareness of CFA HELP's mission/role



# Leadership Communications: Clarity, Focus, Alignment

## Create clarity about Chick-fil-A HELP's initiatives and strategic direction.

- Quarterly leadership conversation series
- Intimate group setting where HELP employees can engage in dialogue with CHLT.
- Employees can submit topics. Registration will be open to all HELP employees on a first come, first-served basis.
- Sessions will be recorded and posted online for others to view.

## Provide focus on what's important now and the top things we are investing in/focusing on.

- Publish monthly leadership video on communications site
- CHLT will rotate hosting the video
- Content will provide focus: important areas we want all employees to focus on, recognize and celebrate analysts in these areas, need-to-know info, stats, connecting to our vision, etc.

## Ensure alignment with our mission and vision by using team meetings to foster open and honest conversations

- Incorporate weekly or bi-weekly team meetings into all areas, led by team leads
- Provide suggestions about format, activities that build trust
- For Operations: develop template that can be shared with different shifts that don't attend meeting



# Timelines & Priorities

## SharePoint Redesign

Late February - March

## Leadership communication and feedback

Q1



# Resources and next steps

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1. Share updated plan with CHLT
2. Training and promo for Chick-fil-A HELP SharePoint site
3. Begin seeking opportunities to share Chick-fil-A HELP story; start developing messaging and assets