

Employee engagement communication plan

Situation: The US executive committee requested an employee engagement program to boost morale, foster meaningful connections, and highlight the company's great wellbeing resources and benefits.

To fulfill the request, the communications team planned a US-wide, monthlong activity challenge. Employees could team up to log steps and other activities prioritizing their wellbeing. Top teams and individuals won prizes. In addition to the activity challenge, we hosted a fun virtual event featuring a celebrity speaker.

This deck includes a high-level overview of the communication plan for the employee engagement initiative.

Communication strategies

- Use executive leadership voices to introduce and champion the challenge
- Socialize the initiative with key stakeholders, communicators and influencers to build buy-in; enable them to encourage participation
- Leverage Office Managing Partners to activate locally and encourage teaming/connection
- Weekly Daily News articles and in-app messages to engage and inspire people, amplify wellbeing initiatives/resources, encourage participation

Key activations

- Launch message signed by US management committee
- Teaser video to build excitement during all-hands webcast and deployed to digital screens US-wide
- Toolkit to enable Office Managing Partners (OMPs) to activate locally
- 10 Daily News articles
 - Registration and FAQs
 - Weekly roundup (top teams, raffle winners, amplify upcoming wellbeing initiatives)
 - Mid-week motivation minute (spotlight employees with fun, inspiring stories)
- Survey + wrap-up video