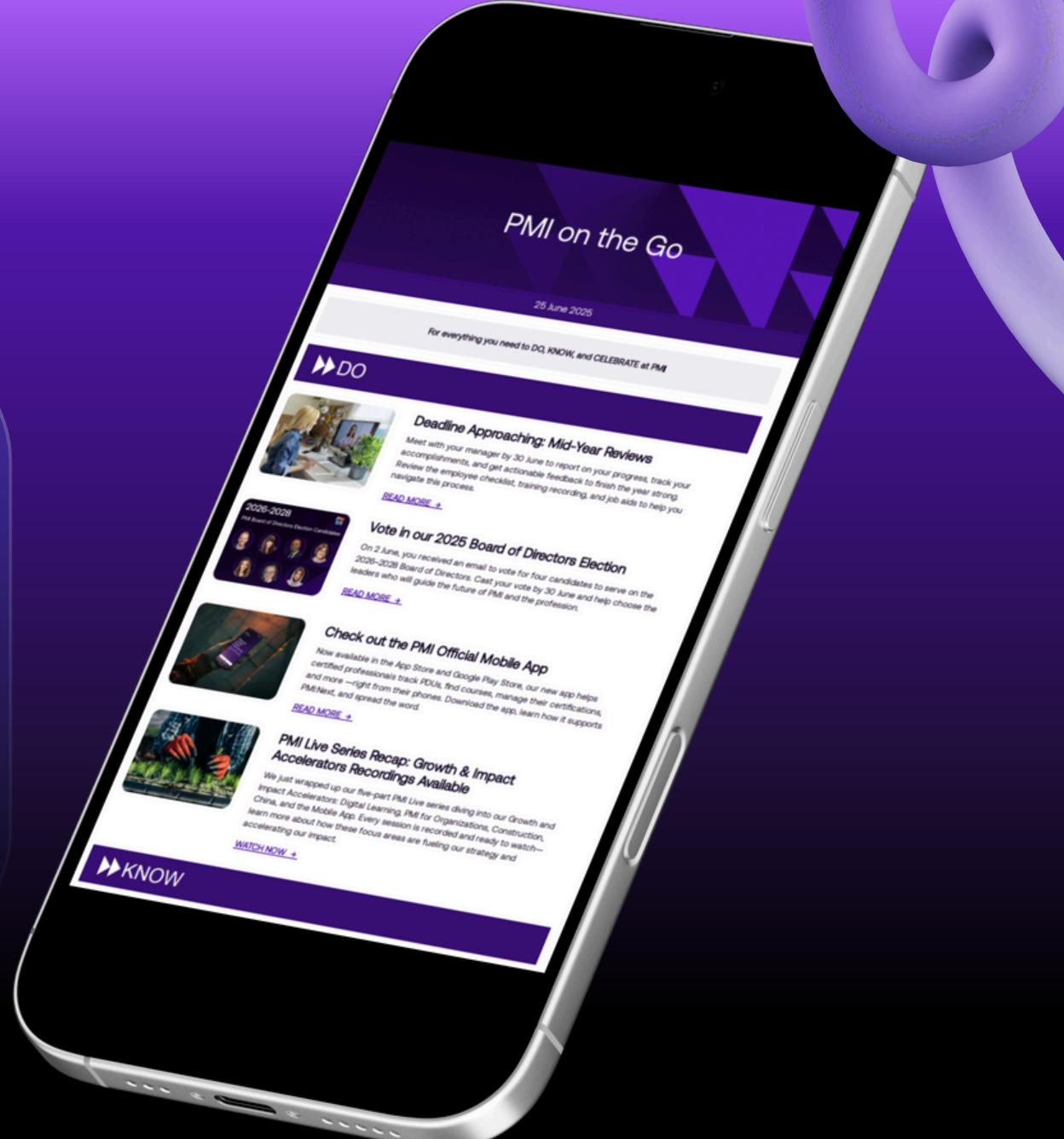




PMI Internal Communications

2026 Channel Frameworks



PMI on the Go Content Recommendations

ELIMINATE Diversity & Culture Observances

Replace with storytelling-based features, short series, or employee interviews that offer real perspective and participation in Diversity & Culture initiatives.

ELIMINATE Thrive Wellness Blurbs

Recommend to Global Talent that they post short Thrive blurbs to Viva Engage where the content performs better to drive traffic to page.

ELIMINATE Basic PMI Honors Article

Replace with storytelling articles or short interviews that describe the impact made and/or culture values and team member expectations displayed.

ELIMINATE Team Page Announcements

Post these updates in relevant Viva Engage groups unless they materially affect all employees and their work in a big way.

ELIMINATE Days of Recognition

If there isn't a real call to action or interesting angle/story for employees beyond what's in it for PMI or the profession, we shouldn't put it in the newsletter. Replace with stories that foster with meaningful engagement.

ELIMINATE Minor Product Launches /Upgrades

Only highlight major launches/product changes that have a broad organizational impact in PMI on the Go. Product updates already are highlighted in the product round-up anyway.

ELIMINATE Meetup Recaps (except All Hands Recaps)

All Hands remains because it serves enterprise alignment, but posts promoting our on demand recap article for PMI Live and LWP should be posted in the meetup chat post-meetup.

ELIMINATE Repeat Reminders about Trainings/Surveys

Include only one required training/survey announcement under "Do" per campaign. Allow system-generated reminders and targeted emails to handle the rest.

Format Recommendations

Limit to 9 total items per issue

Rearrange: Do, Celebrate, Know

2 sentences max per item

Experiment with headlines

PMI on the Go

Proposed Content Pillars

Employee Recognition & Culture Stories

Personal stories, interviews, and features that offer the strongest connection to our culture values, expectations, and goals.

Actionable Employee Opportunities

Professional development opportunities and clear ways to engage or grow at PMI, and in their career.

Org Alignment & Leadership updates

High-level shifts, major updates, org changes, and strategic clarity

Employee Tools & Resources

Productivity tools, resources, and process improvements that make it easier for employees to do their job.

Predicted Outcomes

1. Reduced low-value and repetitive content and increased click rates
2. Elevated stories, opportunities, and practical tools that employees actually find useful
3. Amplification culture content to channels where it naturally performs better
4. A more intentional, consistently valuable newsletter



Critical Manager Content Recommendations

ELIMINATE Repeat Campaign Reminders

Especially if the item is not mandatory for managers or their teams. Allow system-generated reminders and targeted emails to handle reminders.

ELIMINATE General FYIs

Don't include unless the item has a clear connection to strategy, manager and team expectations, deadlines, or actions for managers.

ADD Support Tools & Resources

Include hiring tools, performance frameworks, and guides that simplify managerial responsibilities.

ADD High-Impact Events Info

Preview of major events (i.e., agendas, preparation info, recaps) and follow-ups of key takeaways/actions managers need to take post-meeting.

Format Recommendations

Limit to 6 total items per issue

Sections: Do, Use, Know

2 sentences max per item

Experiment with headlines

Critical Manager

Proposed Content Pillars

Leadership Expectations & Alignment

Personal stories, interviews, and features that offer the strongest connection to our culture values, expectations, and goals.

Time-Bound, Mandatory Tasks for Managers

Highlight only what **must** be done in their role as a manager, with clear timelines and expectations.

High Impact Events & Meeting Info

Preview of major events (i.e., agendas, preparation info, recaps) and follow-ups of key takeaways/actions managers need to take post-meeting.

Manager Tools & Resources

Include hiring/manager tools, performance frameworks, talking points, trainings, guides, etc. that clarify and simplify managerial responsibilities.

Predicted Outcomes

1. Reduced general reminders and compliance fatigue and increased click rates
2. Focused content on clarity, leadership direction, and accountability for managers
3. Increase support to help managers act quickly and lead more confidently
4. Reinforcement of the newsletter used as a leadership tool, and not just general news/updates

OnePMI Content Recommendations

OnePMI content should be structured for clarity, speed, and reference—not treated as a general news feed.

ELIMINATE
**Awareness-only
observance articles**

If there is no clear action, employee story, or organizational relevance, these should not be posted on OnePMI.

ELIMINATE
Routine reminders and nudges

System notifications and email reminders already fulfill this role. OnePMI should not be used for repeat reminders or FYIs without added value.

ELIMINATE
**Small product updates or
minor feature releases**

Unless the update materially affects a broad employee audience, it should live in Product Roundup or relevant Viva Engage groups.

ELIMINATE
Old Approach to PMI Honors

Replace with storytelling articles or short interviews that describe the impact made and/or culture values and team member expectations displayed.

Format Recommendations

Shorter, scannable, less detail

TL;DRs at the top of all articles

New key takeaway section

More evergreen content

OnePMI Proposed Content Pillars

Leadership Direction & Organizational Clarity

Executive updates, organizational changes, strategy milestones, and operating model shifts that help employees understand direction and priorities.

How We Work & Process Guidance

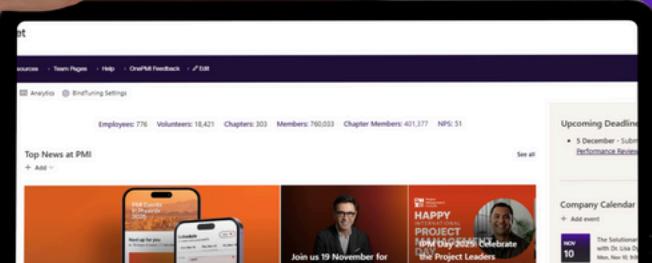
Ways of working, policy rollouts, workflow changes, and process updates that clarify expectations and reduce friction.

Employee Tools & Resources

New access to platforms, hubs, templates, talking points, training and resources employees can actively use to do their jobs more effectively.

Purposeful Engagement & Storytelling

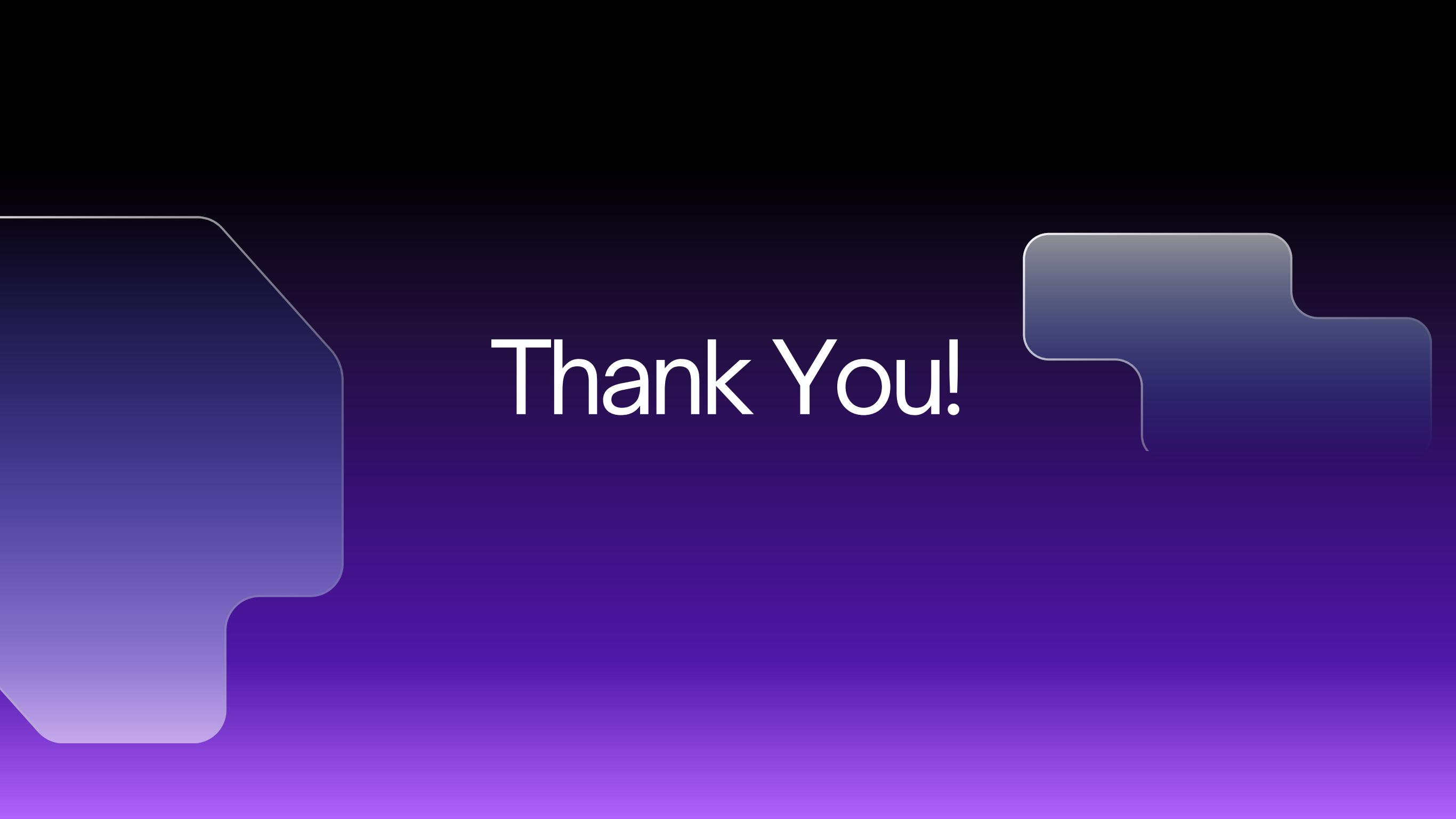
Employee recognition via storytelling, and enterprise-wide initiatives, campaigns, or stories that include a clear call to action or meaningful participation from employees.





Predicted Outcomes

1. Reinforcement of OnePMI as a single source of truth for top, high-impact news and resources
2. Reduced noise and duplication across channels due to fewer, but more higher-quality posts over volume
3. Aligned content with demonstrated intranet engagement patterns
4. Improved productivity and clarity for employees



Thank You!