

THE OFFICIAL INTERNAL COMMUNICATIONS

# STAKEHOLDER GUIDE FOR SHARED SUCCESS



# HI, STAKEHOLDER!

Welcome to our Internal Communications Stakeholder Guide for Shared Success! This guide is designed make it easy and provide you with a clear overview of our new intake process, including how to submit requests, important project timelines, and the scope of work our team can support.

Please refer to this guide whenever you have a question about how to submit a request or what to expect throughout your project lifecycle.

Thank you for your partnership and support as we work together to achieve our shared goals.

Internal Communications

## MEET OUR TEAM



Kristen Knox  
Internal Comms Manager



Alexis Washington  
Internal Comms Specialist



Jennifer Urena  
Community Comms Coordinator



# OUR REMIT

We serve as communications plan consultants for all company-wide internal communications projects that impact ALL PMI employees.

## **Our scope includes:**

- Consulting on communications plans and advising dates based on our company calendar.
- Reviewing and editing stakeholder-created drafts.
- Delivering communications through internal comms owned channels:
  - All Team Emails
  - OnePMI
  - Critical Manager
  - PMI Live
  - PMI on the Go
  - All Hands
  - Company Calendar
  - The Lounge
- Advising on sends through employee-owned channels:
  - All Team Emails sent from Stakeholder
  - Viva Engage Posts sent from Stakeholder
- Advising on SharePoint, Viva Engage, and MS 365 projects including the distribution lists process, Viva Engage community best practices, SharePoint best practices, etc.

# OUR PROCESS

01

## PRESENT PROJECT | TIMELINE: 30 DAYS FROM LAUNCH

A Project Lead will attend and present information about the project including audience(s), delivery date, and key messaging to a standing meeting or one-off meeting. Using this key information, we'll develop a plan with dates and deliverables, plus outline next steps for launching. We'll also submit a creative request for any design assets needed on your behalf.

02

## PROJECT CHANNEL CREATED | TIMELINE: 30 DAYS FROM LAUNCH

Once your project is planned, we'll set up a dedicated project channel, share the approved plan, and add all directly involved team members so that the project stays organized.

03

## COMMS DRAFTING | TIMELINE: 10 DAYS FROM LAUNCH

Once we have the details needed, we'll review and edit any all-team comms and deliver feedback by the established deadline.

04

## REVIEW & APPROVAL | TIMELINE: 5 DAYS FROM LAUNCH

The stakeholder will manage the approval of comms, and will communicate if any changes need to be made prior to sending.

05

## COMMS LAUNCH

The stakeholder will coordinate internally to finalize and deploy any comms from channels they own. Internal Comms will assist with deploying comms from channels we own (PMI on the Go, Critical Manager, and OnePMI.)

# CHANNELS OVERVIEW

## INTERNAL COMMS OWNED CHANNELS

**All Team Emails:** These only include actionable, critical, timely updates to the whole organization. For programs and initiatives owned by the stakeholder or only impacting a subgroup, the stakeholder will be the sender. For Internal Communications led campaigns and initiatives, such as Critical Manager Updates and PMI on the Go, Internal Comms will send.

**OnePMI Articles:** These articles are created to share any information that directly impacts or benefits all global employees. Review our [OnePMI Article Posting Process.docx](#) for more information.

**All Hands:** This virtual meeting is reserved for strategic quarterly updates.

**PMI Live:** This virtual meet up used to help employees understand our strategy, the people, processes, and technologies of PMI.

**Live with Pierre:** This channel is a direct connection with the PMI CEO for updates, information, and to ask questions

**PMI on the Go:** This channel is used to highlight the top 9 things that employees should know, do, and celebrate each month.

## EMPLOYEE OWNED CHANNELS

**Viva Engage Posts:** Short, announcements posted directly from the stakeholder.

**Targeted emails:** Sent directly from the stakeholder to the targeted audience.