

**Internal Communications Plan for
Learning and Career Development Report Launch by Company**

Goal	Channels	Audience	Timeline	Owner
Inform, increase awareness, link to report	Email cascade from Talent Leader - Brief note to People Leaders with a Preview of All-employee email	<ul style="list-style-type: none"> • People leaders • All employees 	On release of report	Employee Comms + Talent team
Inform, increase awareness, link to report	MS Teams announcement/share	All employees	On release of report	Employee Comms + Talent team
Increase awareness, Ask employees to share with their networks	Newsletter article	All employees	Based on employee newsletter cadence, ideally timed a couple of days post report release	Employee Comms
Promote internally, link to report	Signage (Physical & Digital): Brief blurb with QR code in high-traffic areas (e.g. breakout rooms, pantry areas, outside restrooms)	All employees	Week post launch	Employee Comms
Increase awareness, provide additional detail, link to report	Intranet: <ul style="list-style-type: none"> • Detailed blog • Imagery for hero banner, mini ad etc. (collaborate with Design team) 	All employees	Few days post launch (imagery to be created prior)	Employee Comms + Design team
Promote internally, easy-share slide for use in	One Slide for use in: <ul style="list-style-type: none"> • People Managers' meeting • All Hands Meeting (Pre- 	Varied audiences	<ul style="list-style-type: none"> • Pre-launch of report (for teaser) • Post-launch after report 	Employee Comms + Talent team

internal meetings	<p>launch Teaser and Post-launch full report availability)</p> <ul style="list-style-type: none"> • ERGs (where it makes sense, using relevant insights) 		has been released (1-2 weeks)	
Ready-to-use marketing material for employees to use externally	Slide deck for external socialization in panel discussions, marketing events etc.	*Provided on request* where it makes sense	Depends (to be kept ready post release)	Talent team, supported by Employee Comms