

# Organizational Checkup

## Employee Communications

For each statement below, rank your business on a scale of 1 to 5, where 1 is weak and 5 is strong.

		1	2	3	4	5
1.	We have a person or team dedicated to employee communications.					
2.	We have a formal, annual communications strategy with clear objectives that aligns with key business priorities (retention, engagement, culture, cost management, etc.)					
3.	Employees have a clear understanding of all the ways the company invests and rewards them (total rewards) – beyond just their compensation.					
4.	Employees appreciate and value their total rewards/benefits.					
5.	We have a dedicated webpage/portal that serves as a primary access point and “source of truth” for employees to learn about their total rewards/benefits.					
6.	Leaders and managers are actively engaged in the total rewards communications process, equipped with clear tools and messaging, and confident in reinforcing key messages with their teams.					
7.	We communicate about total rewards throughout the year – not just at open enrollment – and tailor messaging to important employee moments such as onboarding, promotions, life changes, and transitions					

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8.	We adopt a phased communication plan during busy seasons that breaks down complex information into digestible pieces that can be easily retained.					
9.	We recognize everyone learns differently and as such we provide communications through a variety of channels – written, electronic, video, in-person, etc.					
10.	Our benefit enrollment materials provide decision support – helping people think through key considerations when making election decisions.					
11.	Our communications tend to be less text-heavy and more visual in nature to support the tendency for employees to “skim and learn.”					
12.	Our communications are clear and concise and free of HR-speak or jargon.					
13.	We have a structured approach to communicating major change events (plan redesigns, new vendors, benefit integration post M&A, etc.)					
14.	We have effective ways for communicating with our employees who have minimal access to computers – such as those in the field or on the manufacturing floor.					
15.	Our communications are engaging, inspiring, and help drive behavior change.					

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16.	Our communications include real-life examples and personal anecdotes from our employees to make them more relatable and memorable.					
17.	We have channels in place that enable employees to share their feedback and ask questions.					
18.	Employee feedback plays a key role in shaping future communications.					
19.	Employees understand their benefit options and how they work.					
20.	Employees are wise consumers of healthcare and they know how to stretch their healthcare dollars.					
21.	Our content is intentionally segmented and personalized to make it relevant to the audience. We tailor messaging based on role, location, life stage, and benefit elections – ensuring employees receive information that feels meaningful to them.					
22.	All benefit materials received by employees are branded consistently and are clearly associated with our company (as opposed to various vendor-branded pieces).					
23.	We have achieved the participation goals set for various benefits (e.g., HSA, 401k, etc.).					

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24.	We are strategic about measuring key metrics such as open rates and click-through rates to ensure communications are effective, engaging, and aligned with organizational goals.					
25.	We meet employees where they are by making sure our communications are mobile-friendly (viewed well on phones and other devices).					

**Elevate Your Employee Communications.** If you ranked any of these items below a 4 and want to improve your communications, contact LoVasco Consulting Group. We can help take your strategy and messaging to the next level. Our expert team specializes in crafting clear, engaging, and impactful communication strategies that inspire action and drive business results.