



INTERNAL COMMUNICATIONS

Building a Business Case

There's demonstrable value in improving frontline communications, but getting this prioritized can be difficult.

Why this, why now?

Deskless employees



Desk employees

70% of the workforce does not have a desk or corporate email address.


How can you ensure a direct communication channel to the **largest segment of your workforce?**

Common challenges, and how to overcome them

1 *You don't always have a seat at the table*

Build coalitions with your peers and leaders

Talk to other teams and understand how they're measuring success. Align your goals with theirs.

 *Don't hesitate to approach C-level execs with similar conversations.*

2 *You don't speak the same language*

Say this, not that

Frame your arguments in ways that matter to leaders. Focus on the bigger impact such as eNPS, efficiency metrics and profitability.

 *Make your goals measurable.*

3 *There's always a 'higher priority' project*

Align your goals with company goals

Skip the line and get the attention you need by aligning your comms goals to the company goals.

 *If the company goals aren't clear, ask!*

4 *You're too nice*

Fear of loss > potential gain

Focus on the risk you're taking by doing nothing. What would happen to employee retention, profitability and growth?

 *Craft your problem statement to deconstruct the Status Quo.*