



CX Mindset and Influencers Workshop

BRAD CLEVELAND

Communication—
Idea Starter

CHEP

A Brambles Company

Communication Idea Starter

Effective communication is crucial for leaders, and there are many ways to approach it. Here's a list of strategies and ideas that you can choose from to ensure you communicate clearly and effectively (in no specific order):

1. **Open Forums:** Host regular open forum meetings where employees can ask questions and get clarity on the organization's values and direction (some are as short as a 10 minute huddle).
1. **Vision and Mission Statements:** Refine or share the company's vision and mission statements. Display them prominently.
2. **Newsletters:** Distribute regular internal newsletters that highlight company values and directions, as well as success stories.
3. **Town Hall Meetings:** Arrange gatherings where leadership communicates recent successes, future direction, and core values.
4. **One-on-One Meetings:** Personal meetings between leaders and their direct reports can help communicate values on an individual level.
5. **Training and Workshops:** Offer regular sessions that delve deeper into the company's values and how employees can embody them.
6. **Feedback Mechanisms:** Allow employees to provide feedback on the company's direction and values.
7. **Onboarding:** Integrate values and direction into the onboarding process for new employees.
8. **Company Retreats:** Use retreats as a way to reinforce values, team bonding, and communicate strategic direction.
9. **Storytelling:** Share stories that exemplify the company's values.
10. **Role Modeling:** Leaders should embody the company's values and set an example for others.
11. **Collaborative Goal Setting:** Involve employees in setting goals that align with the company's direction.
12. **Visual Aids:** Use posters, infographics, and videos to regularly communicate values and direction.
13. **Intranet and Digital Platforms:** Create a dedicated section on the company's intranet to continually communicate values and direction.
14. **Employee Recognition:** Recognize and reward employees who embody company values.

15. **External Speakers:** Invite external speakers who resonate with the company's values and direction for workshops or talks.
16. **Round Table Discussions:** Organize smaller group discussions to delve into specific values or strategic objectives.
17. **Feedback Loop:** Ensure there is a process to review and act upon the feedback received about the company's direction and values.
18. **Regular Updates:** Whenever there's a change or refinement in direction or values, communicate it promptly.
19. **Cultural Committees:** Form committees or groups that work specifically on promoting and maintaining organizational values.
20. **Value Champions:** Identify and train employees to become ambassadors of company values.
21. **Interactive Platforms:** Use platforms like Slack or Microsoft Teams to create dedicated channels for discussing values and direction.
22. **Annual Reports:** Include a section in the annual report dedicated to company values and direction.
23. **Themed Months/Weeks:** Have specific months or weeks dedicated to a particular value.
24. **Leaders' Blog:** Encourage senior leaders to write blogs or articles discussing values, direction, and their personal take on them.
25. **Videos:** Create short video clips with leadership discussing what values and direction mean to them.
26. **Feedback to Employees:** When providing feedback to employees, relate it back to how it aligns or doesn't align with company values.
27. **Clear Communication Channels:** Establish distinct channels (like email lists or chat groups) specifically for discussions and updates about values and direction.
28. **Workshops with Real-life Scenarios:** Use workshops that include real-life scenarios to see how employees would act based on company values.
29. **Regular Reviews:** Schedule times during the year where the company's direction and values are revisited and discussed.

The key is consistency. The more consistently and creatively values and priorities are communicated, the more they will be internalized by everyone.