Internal Communications: Building Your Brand From the Inside Out



Pam Georgiana

CONTENT CREATOR
BRAND STRATEGIST

What we'll explore today.

Pamela Georgiana
Brand strategist + communications consultant

I help mission-driven organizations build shared understanding so people can make better decisions and do their work more effectively.

Key Takeaways:

Why internal communications break down.

How to apply your existing communications strategies to employees.

Five practical ways to improve information flow and understanding.

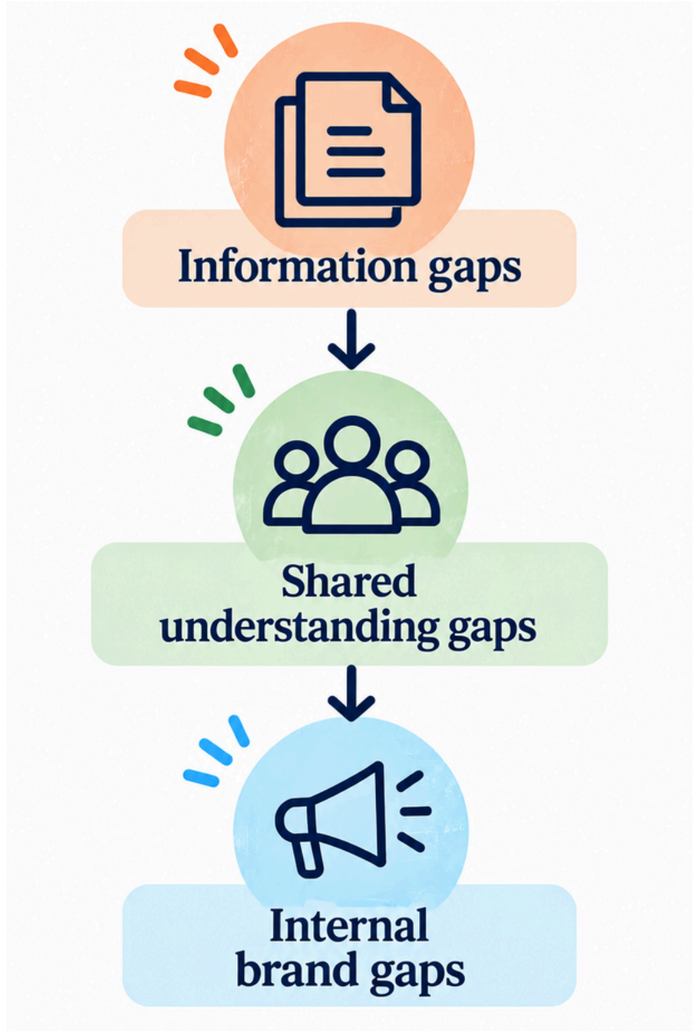
How to make one improvement using tools you already have.

What makes internal communications hard?



Many challenges share the same root cause.

Information isn't moving reliably across the organization



Your internal brand Is the employee experience

Communications connect the brand promise to the employee experience.



Apply the same brand discipline inside your organization.



Where is information getting stuck?

Internal Communications Friction Audit



- What do you usually find out too late?
- What information do you have to chase down?
- What do employees repeatedly ask about?
- Where do you hear, “I didn’t know about that”?
- What stories do you wish people would bring you?

TRY THIS

Choose one area you’d like to improve.

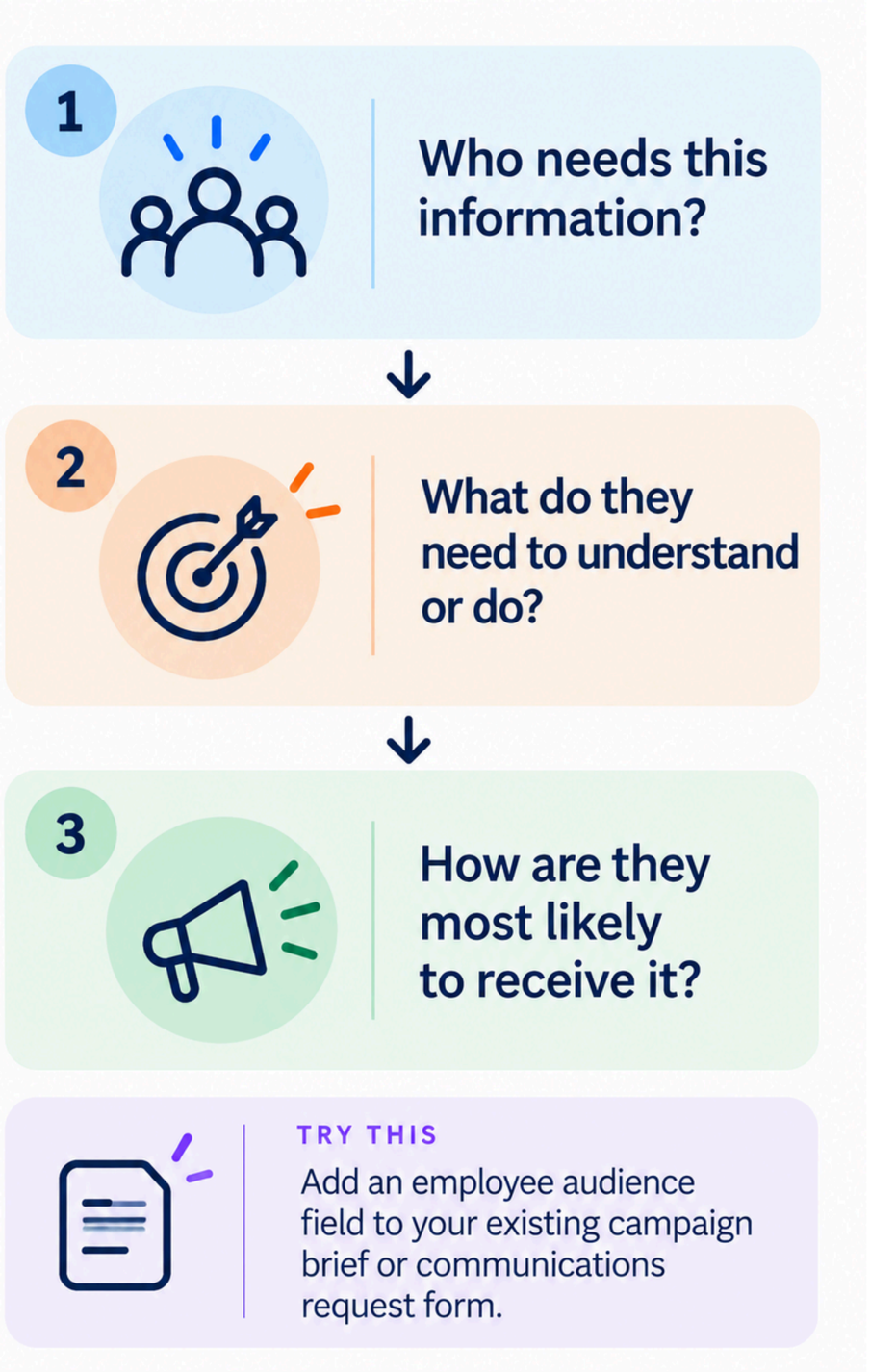
Fix the breakdown

Different breakdowns need different solutions.

Breakdown	What might help
Source	Identify where information originates.
Handoff	Add a trigger to an existing workflow.
Channel	Choose a more reliable way to reach employees.
Understanding	Explain context and implications.
Feedback	Make it easier to ask and respond.

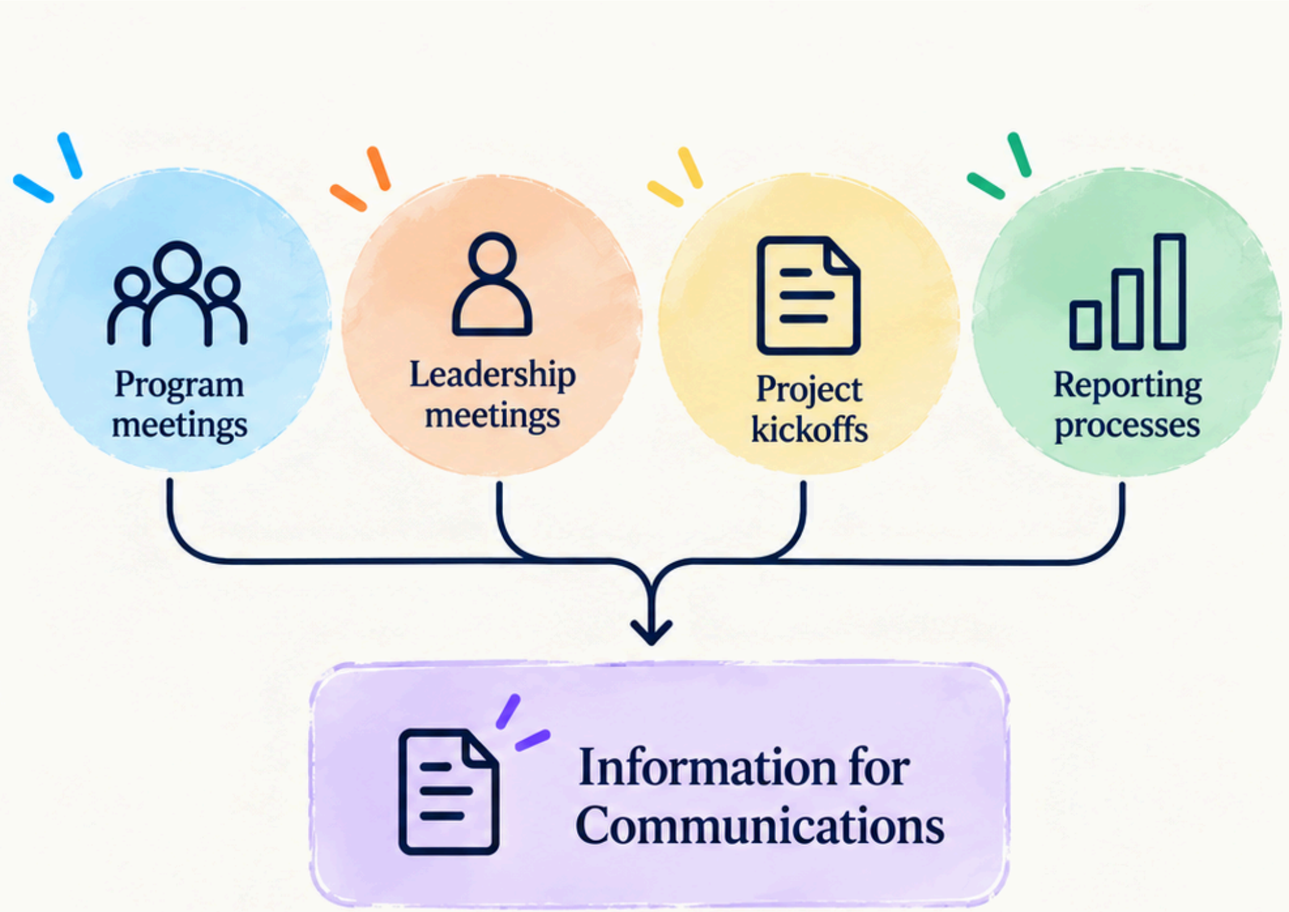
Five practical strategies

Strategy 1: Include Employees in Audience Planning



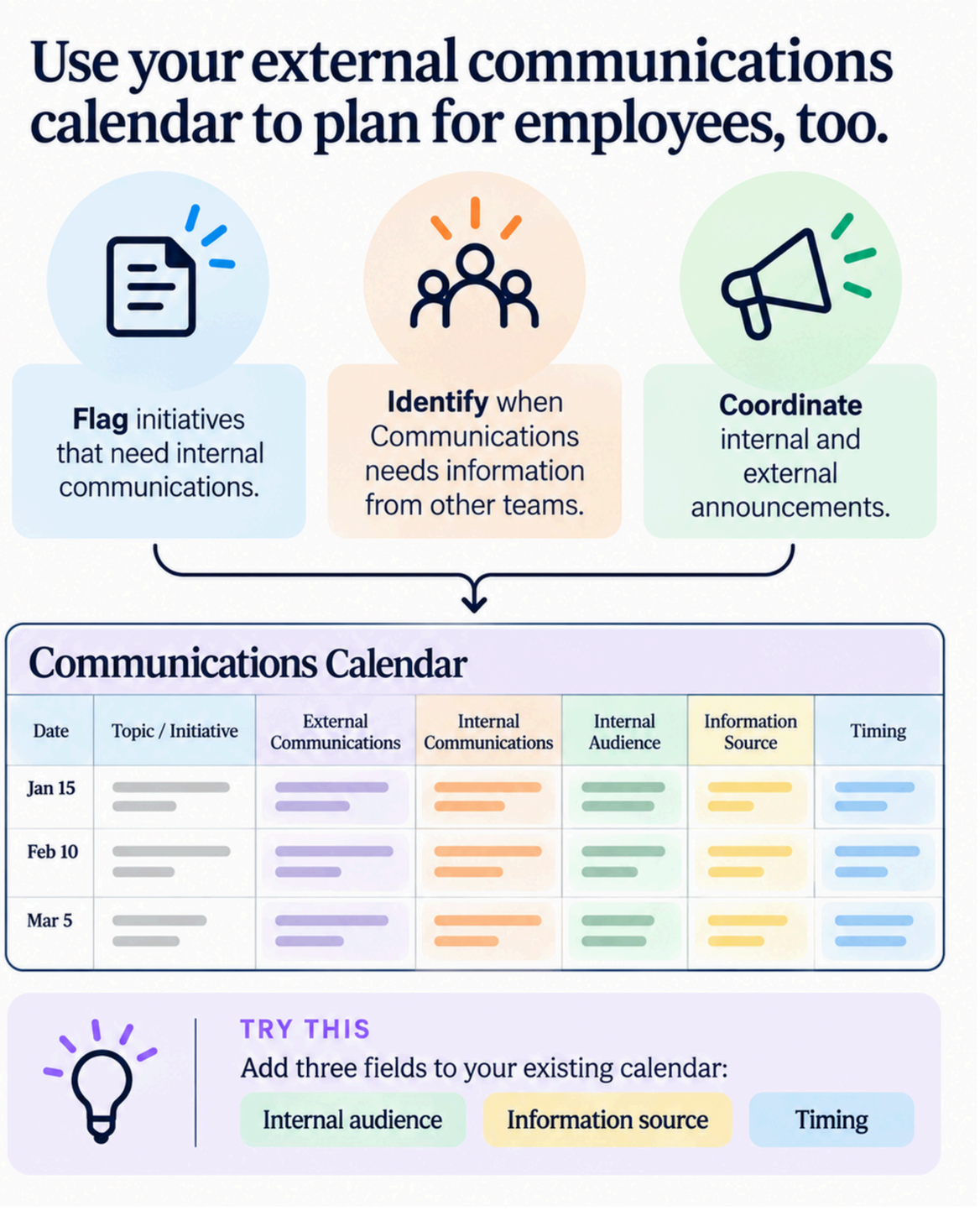
Five practical strategies

Strategy 2: Make Information Gathering Part of Existing Workflows.



Five practical strategies

Strategy 3: Plan Internal and External Communications Together.



Five practical strategies

Strategy 4: Create Once. Adapt for Each Audience.



Five practical strategies

Strategy 5: Check Understanding and Action



Reach
Did people receive the information?

↓



Understand
Do they know what it means?

↓



Take Action
Do they do what we want them to do?



TRY THIS

After one important announcement, ask two or three managers:
“What questions are employees asking?”
Use the answers to improve the next communication.

Employees Need Comms for Shared Understanding

Strategy	Everyday application
1  **Include employees in planning.**	Identify which employees need to understand other programs.
2  **Gather information through existing workflows.**	Ask program managers to share one update or accomplishment.
3  **Plan internal and external together.**	Add a monthly program spotlight to your calendar.
4  **Create once, adapt for each audience.**	Repurpose program stories and outcomes you already have.
5  **Check understanding and action.**	Ask employees if they know where to direct questions or referrals.

One Initiative. Two Audience Strategies.



Your Internal Communications Action Plan



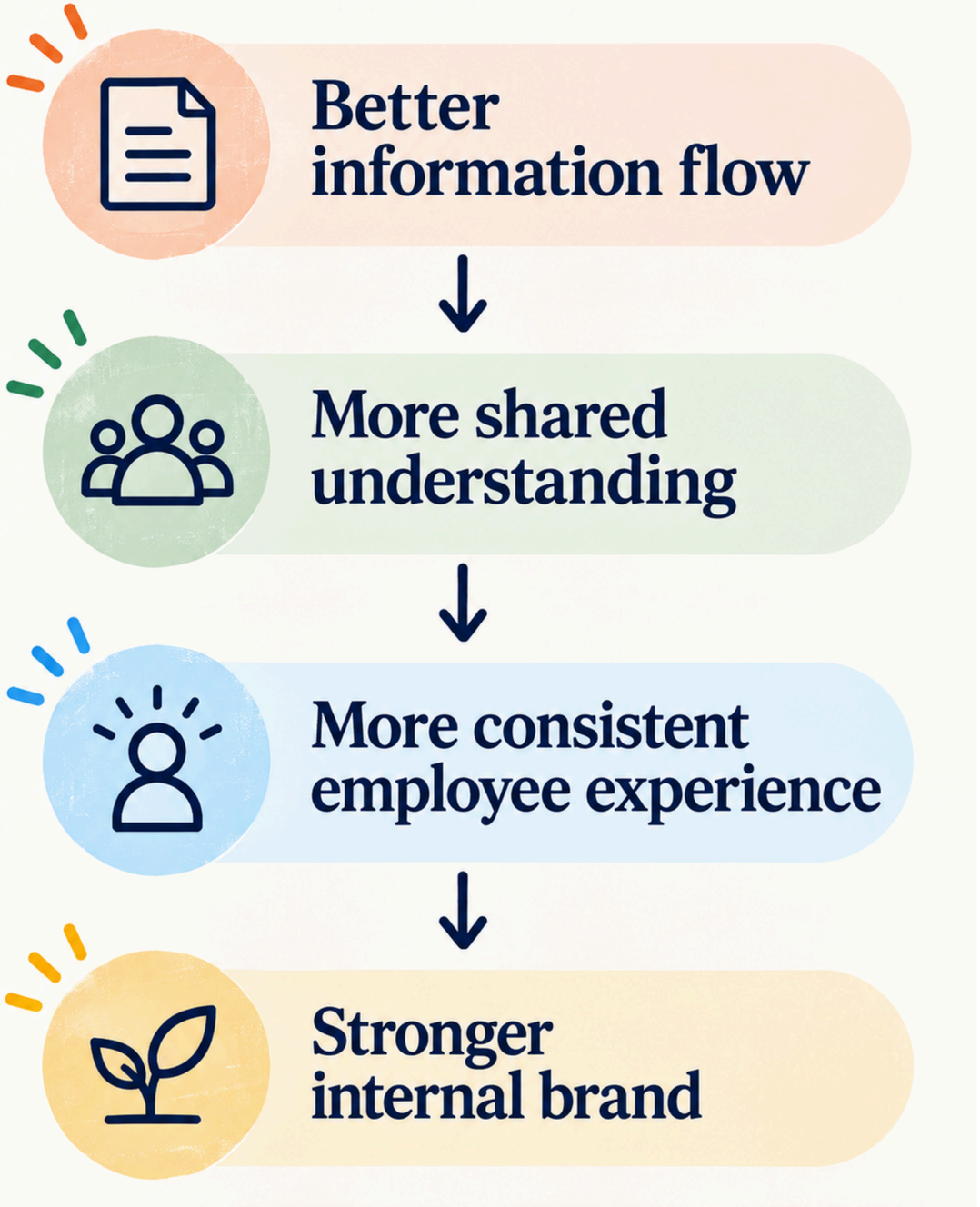
Resources

Internal Communications Friction Audit

Five Internal Communications Improvements You Can Make With Tools You Already Have.

Internal Communications Action Plan

Bring the Same Strategic Thinking Inside



Questions?



Thank you!

Pamela Georgiana

https://www.pamgeorgiana.com
phgeorgiana@gmail.com