

ELM
COMMUNICATIONS

INTERNAL COMMUNICATIONS TEMPLATE

TEAM LEADER **TOOLKIT**

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ENGAGING TEAM LEADERS

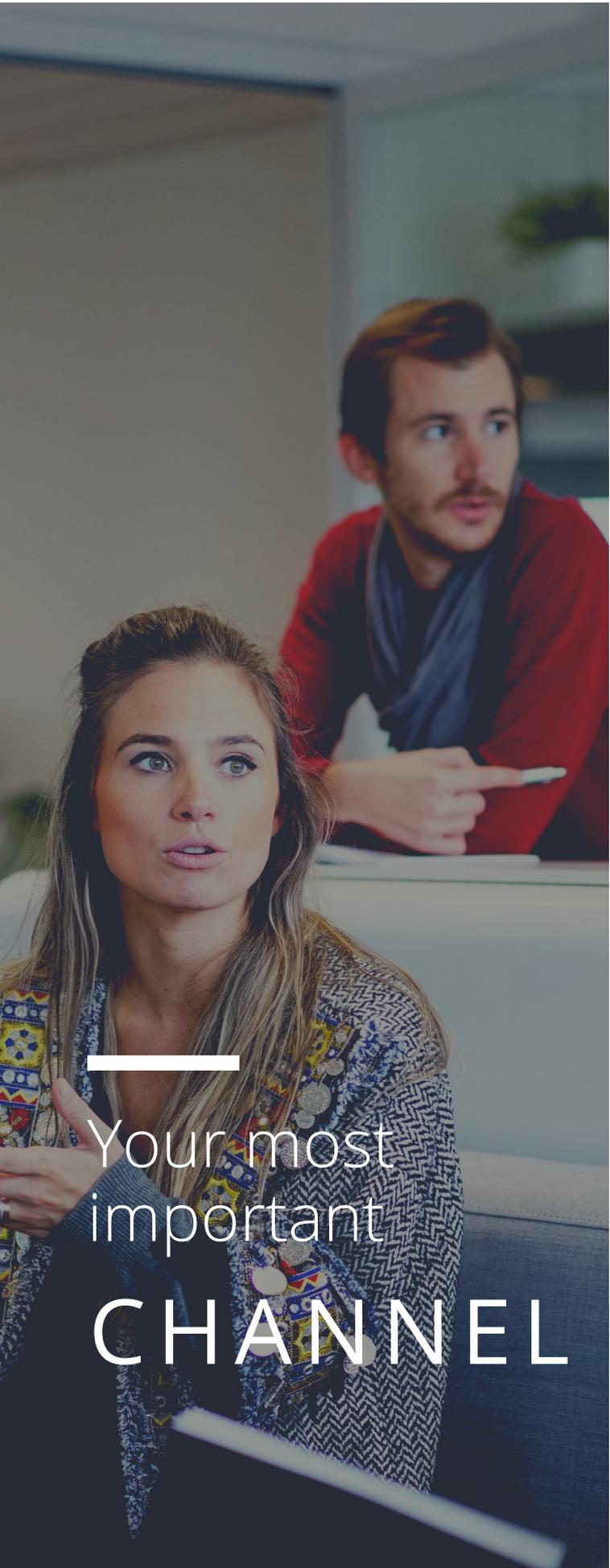
Managers or team leaders are the most important internal communications channel. Staff survey results consistently show that employees prefer to receive information from their direct supervisors rather than corporate channels like newsletters and intranets.

There are several reasons why managers do not communicate corporate messages to their employees:

- They don't know what to say
- They don't know how to say it
- They don't understand the initiative themselves
- They don't agree with the project or position
- They lack confidence
- They don't see it as their job

If you want your managers to be able to effectively and consistently communicate to their teams, you need to support them. A managers toolkit is a great way to give them all of the information they need.

You need to make it as easy for manager's as possible to engage their staff and cascade your corporate messages.



Your most
important
CHANNEL

A really simple template for a manager's toolkit is this what do they need:

TO KNOW

Before you start you need to set the context: Who, why, when, where and how.

What do they need to **KNOW** about this project to be able to communicate it to their staff. Provide an overview of the project or initiative, latest progress, identify the key decision makers.

TO DO

Be explicit about what you need managers to **DO** to support you and their staff: Hold a team meeting, send an email, talk to staff one on one. Be clear about when do you need it done by and if you need them to report back on any feedback from staff.

Don't expect managers to guess how you expect this information to be delivered or that they will all do it consistently if you don't tell them how you want it done.

Provide email templates, presentations or other tools to help them deliver the messages.

TO SHARE

This is where you provide the key messages that managers can use when talking to staff. Be really clear about what you want them to say, where they can adapt the information to suit their style and what you don't want them to **SHARE** with their teams (and why).

Ensure managers know what questions they may be asked and how to answer them.