

The logo for 'Lemonly' is written in a white, cursive script font in the top left corner. The background of the entire slide is a blurred photograph of several lemons hanging from a branch, with some in sharp focus and others out of focus.

Lemonly

# Practical Tips for Tackling Today's Internal Communication Challenges

Tuesday, September 22nd @ 11:00AM

# AGENDA

## **INTERNAL COMMS IN 2020**

### **NEED-TO-KNOW INFO**

POLICIES

ANNOUNCEMENTS & UPDATES

EXAMPLES

### **CULTURE & EMPLOYEE SUPPORT**

TANGIBLE ITEMS

EMPLOYEE SUPPORT RESOURCES

EMPLOYEE RECOGNITION

EXAMPLES

### **LOOKING BEYOND 2020**





# WHO WE ARE

# OUTCOMES

Lemonly helps clients achieve all sorts of strategic outcomes. We help show off the smarts, heart, and personality of our clients through creative, effective content.



**GET MORE LEADS**



**BUILD TRUST**

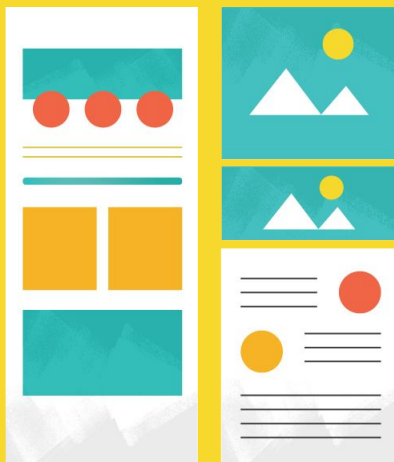


**DRIVE ENGAGEMENT**

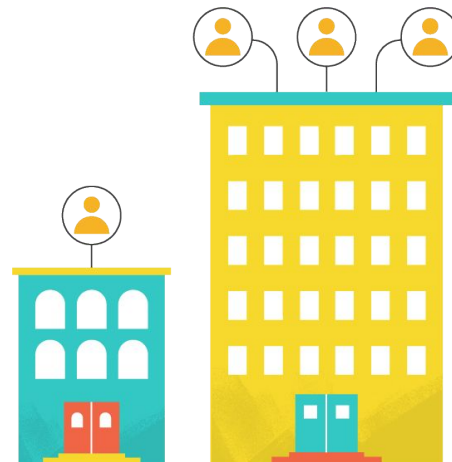
we  
design  
**clarity**



we are  
**9**  
years old and



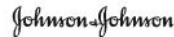
we've created over  
**3,500**  
projects



with over  
**400**  
clients of all industries  
and company sizes

# SOME OF OUR FRIENDS

It's our pleasure to create a more understandable world and do important work for such a wide array of wonderful partners, including but not limited to the ones listed here.





# THE TEAM

We are a team of designers, writers, animators, developers, strategists, and project managers. We seek to make the world an easier place to understand.





ADVENTURE

COLLABORATION

INTEGRITY

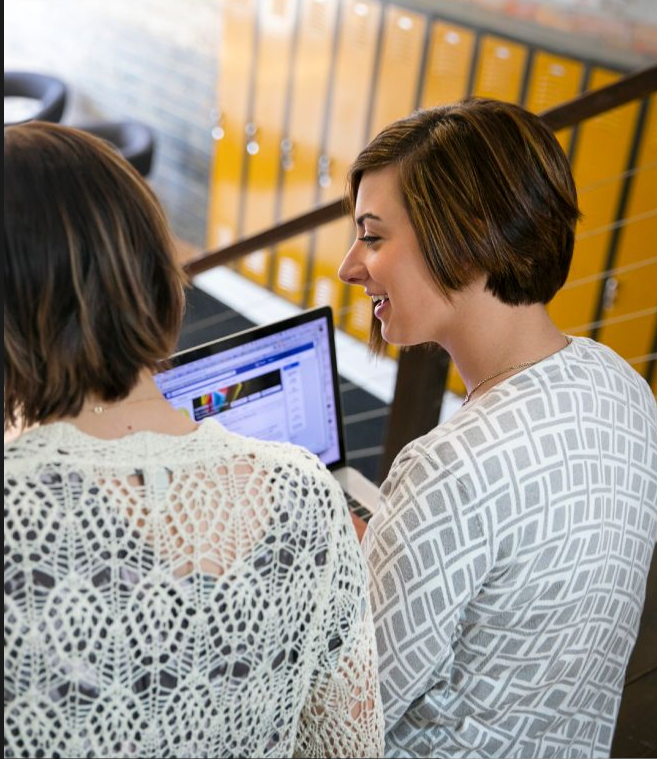
# WHY INTERNAL COMMUNICATIONS?





**Internal communication** encompasses all the ways we interact, share information, and build relationships inside organizations.





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**Align your team with internal communications that help employees:**

- Stay on the same page
- Understand the essential information they need
- Feel supported and engaged in their jobs



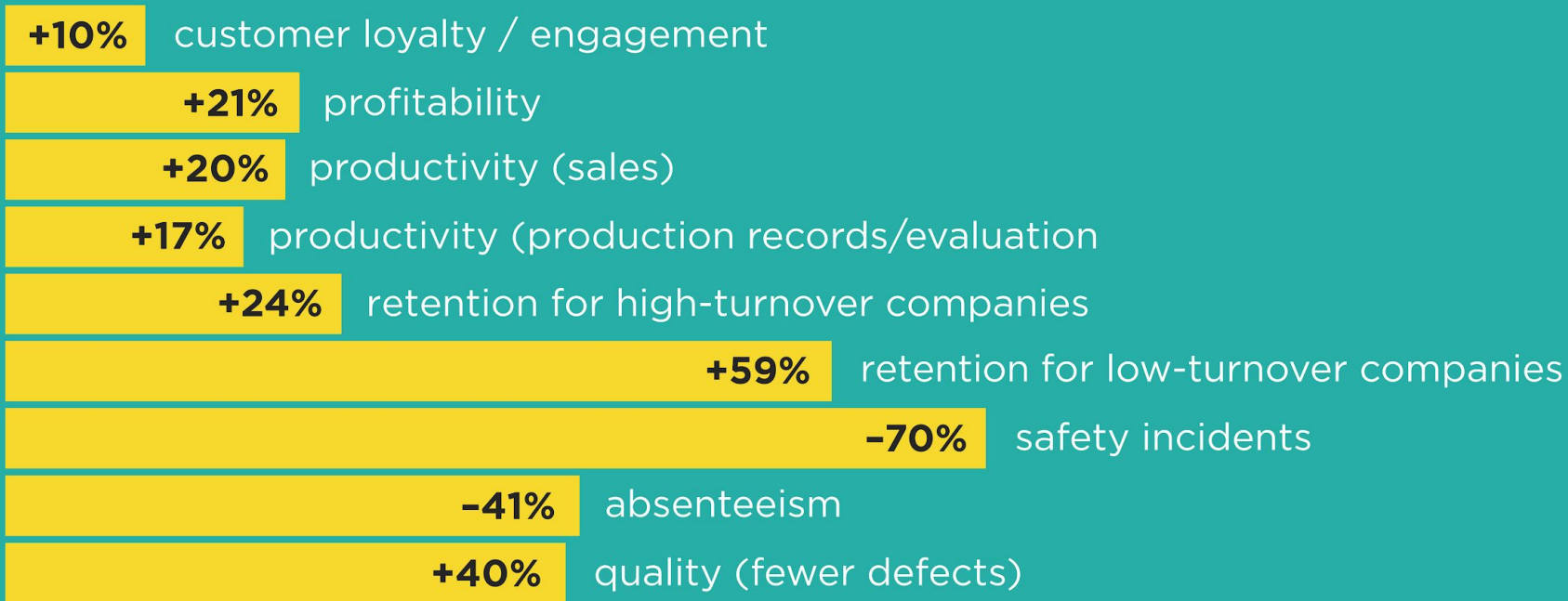
**poor morale**



**high turnover**



**confusion**



Operational performance outcomes for organizations in the top 25% of employee engagement scores.  
Source: Harrison, K. (n.d.). *Cutting Edge PR*.



Your communication  
is your culture.

**Your culture  
is your communication.**



Your marketing is targeted, why not  
**your internal communications?**

## Content employees want to see in the future



**45%**

Videos



**43%**

Social  
media posts



**43%**

News  
articles



**35%**

Research  
content



**31%**

Online  
classes





**Brevity**



**Clarity**



**Consistency**



## What's different about internal comms in 2020?

### People have a *lot* to handle—even more than usual.

- **Remote work** - More people than ever are working in different environments and with different policies than usual
- **Flexible schedules** - Work-life balance can be harder to maintain away from the office
- **Mental exhaustion** - We're bombarded with constant change, uncertainty, and division

### The job market is in flux.

- Now is the time to build your employer brand (and show it off).
- People are seeking organizations that offer flexibility, shared values, and a supportive culture.



# WHAT CAN WE DO ABOUT IT?



APPLICATION #1

## NEED-TO-KNOW INFO

Help employees **direct their attention** where it needs to be and **absorb messages quickly** without watering down your employer brand.

- Policies
- Announcements & Updates

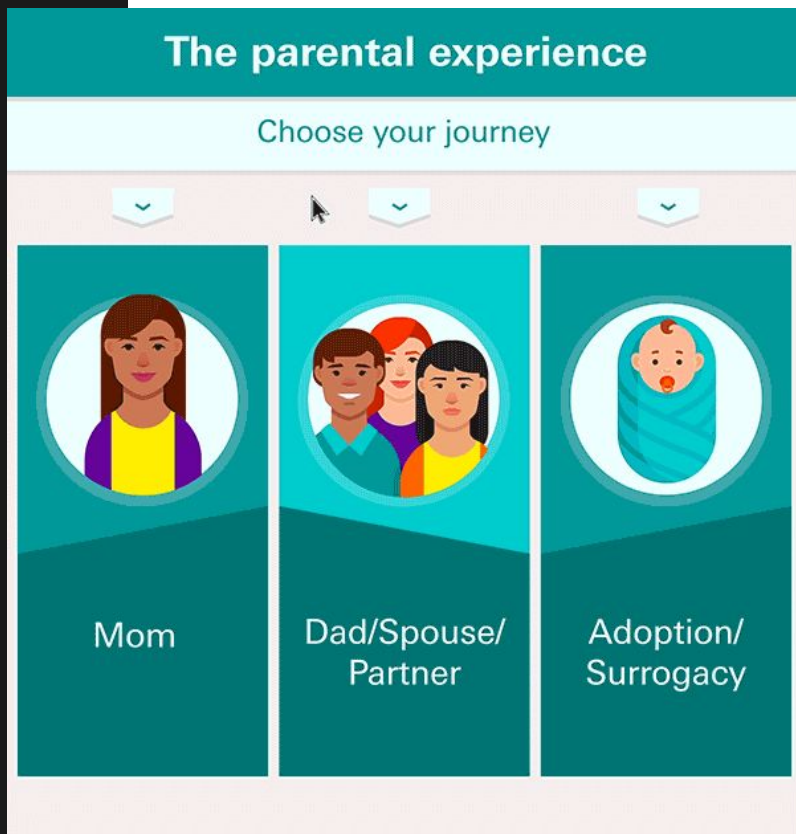


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## POLICIES

Your organization's rules and guidelines should be easy to understand. Things like:

- Remote work policies
- Back-to-office plans
- Sick leave policies



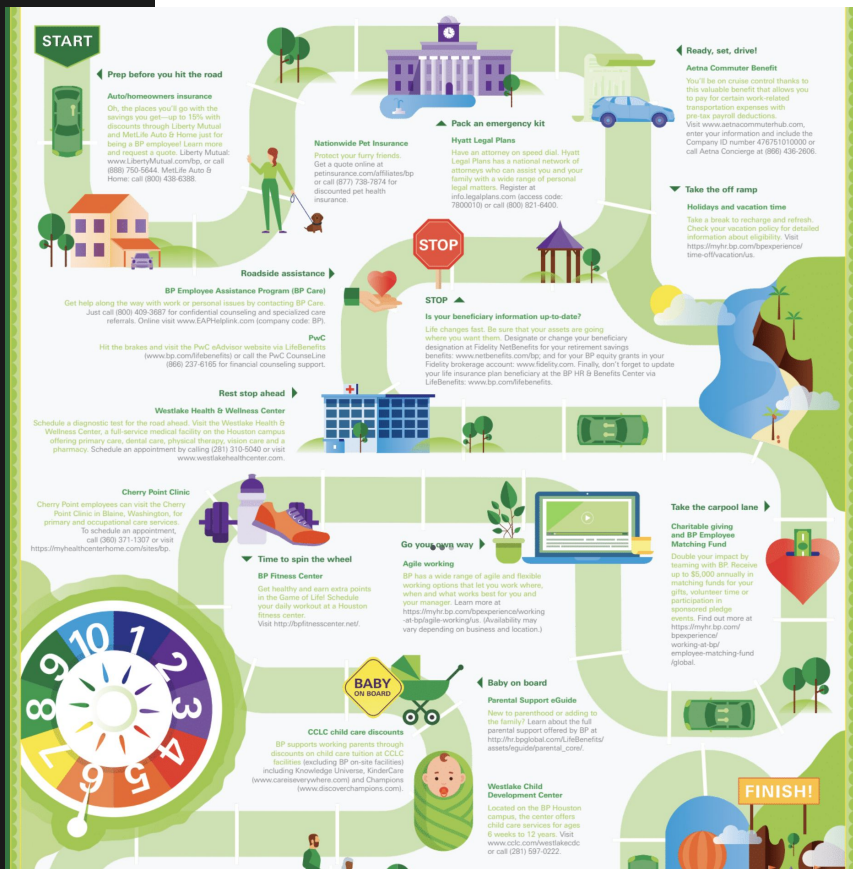
# PARENTAL LEAVE POLICY

## WHY

Starting a family is a big deal, but understanding your company's parental leave policy shouldn't be.

## WHAT WE MADE

This interactive microsite helps expecting parents easily see the information that applies to them—without the clutter and complicated legalese.



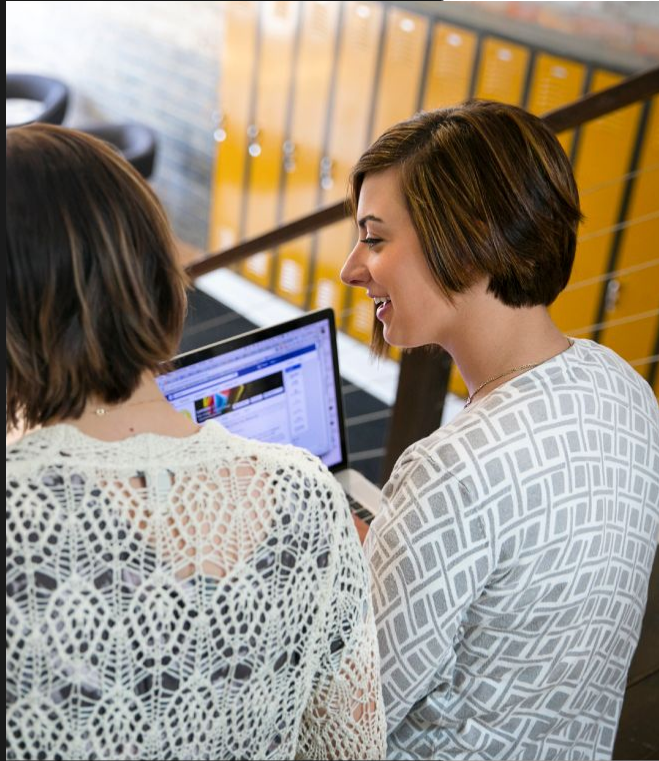
# WORK/LIFE BENEFITS

## WHY

Each employee's journey is different, and folks may need to take advantage of certain benefits at different time depending on their situation and life stage.

## WHAT WE MADE

This 1-pager visualizes the employee journey with different branches, stops, and detours explaining when and how to use employee benefits.



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## ANNOUNCEMENTS & UPDATES

Your important announcements deserve a bit of fanfare (cue the sweet visuals!).

Help employees prioritize their attention and energy by making your communications look great and be easily understandable.





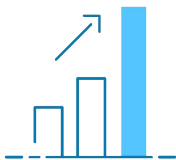
## SUMMER FRIDAY BONUS

### WHY

This client wanted to reward employees for their hard work transitioning to remote work with a bonus day of PTO throughout the summer.

### WHAT WE MADE

We created a custom email template for the announcement along with copy and this playful header image to celebrate the bonus.



# ICONS FOR UNIFIED INTERNAL BRANDING

## WHY

This healthcare client produces a lot of communications for both internal and external audiences.

## WHAT WE MADE

A custom set of icons helps readers understand the gist of the message at a glance and identify whether the information applies to them.



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## COMPANY ANNOUNCEMENT VIDEO

### WHY

A retail client wanted to showcase a new company announcement about restructuring across a department.

### WHAT WE MADE

This video helped announce and explain the change to the internal team. It provided a clear, concise explanation of the key points in an engaging format.



## APPLICATION #2

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# CULTURE & EMPLOYEE SUPPORT

Engage employees by **helping them feel included in and supported by your organization**, especially in tumultuous times.

- Tangible items
- Employee support resources
- Employee recognition



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## TANGIBLE ITEMS

Physical objects serve as powerful reminders of your organization's identity—who you are, what you value, and why you do what you do.

A mix of physical and digital collateral helps build an ecosystem around your brand that employees interact with daily.



**Hello! I'm** \_\_\_\_\_

I'M NEW TO THE TEAM, SO HERE'S A LITTLE ABOUT ME.

MY JOB IS \_\_\_\_\_

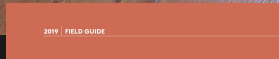
AND I'M PART OF TEAM \_\_\_\_\_

MY TRAVEL WISHLIST INCLUDES: \_\_\_\_\_

ASK ME ABOUT: \_\_\_\_\_

THIS VS. THAT \_\_\_\_\_

COUNT ON ME TO ALWAYS HAVE EXTRA: \_\_\_\_\_



2019 | FIELD GUIDE

**COMPETENCE FIELD GUIDE**

WELCOME!

THIS FIELD GUIDE BELONGS TO: \_\_\_\_\_

TITLE: \_\_\_\_\_ START DATE: \_\_\_\_\_

I'M:  NEW TO THE COMPANY  TRANSFERRING FROM ANOTHER DEPARTMENT



# NEW EMPLOYEE ONBOARDING KIT

## WHY

Our client in the automotive industry wanted a way to welcome new hires and signal to colleagues that they should introduce themselves and offer assistance.

## WHAT WE MADE

A custom pennant flag, onboarding field guide, department map, and fill-in-your-own infographic were fun “swag” items to add some personality to the process.



no pants, no shoes, **no problem**

## REMOTE WORK SHIRT

### WHY

With an abrupt transition to remote work, our automotive client wanted to provide some levity and a morale boost

### WHAT WE MADE

A custom pennant flag was a fun “swag” item to add some personality to the onboarding process.



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## EMPLOYEE SUPPORT RESOURCES

Employees who feel better (mentally, physically, emotionally, etc.) do better work, and internal communications can be a great avenue to share helpful information and tips to improve employees' wellbeing.



# EMPLOYEE HEALTH & WELLBEING

## EACH PERSON MUST FACE THEIR OWN "TRUTH"

This concept ties into having a workplace culture that supports employees who wish to improve their health – after taking a health risk assessment, and understanding how their behavior/choices can impact their health.



2019 Goal: **80%** of employees will have completed a health risk profile and "know their numbers".

2018 Actual: 62%



We allow for voluntary employee participation in a health risk assessment so employees can "know their numbers" and be aware of their health risks.

IT ALSO ALLOWS THE COMPANY TO UNDERSTAND THE OVERALL POPULATION HEALTH (AGGREGATE ANONYMOUS HEALTH RISK DATA) AND FURTHER FOCUS ON HEALTH PROGRAMMING TO ADDRESS.



Facing the truth means also looking at your overall mission/purpose. Through our training initiative, employees are encouraged to understand the greater purpose – to reflect on their personal stories – and to increase their energy along several dimensions (physical, emotional, mental and spiritual).



2019 Goal: **50%** of all employees will have participated in our training initiative.

2018 Actual: total of 39,000 (34%) employees reached

## WHAT DOES IT MEAN TO HAVE A HEALTHY CULTURE?

A healthy culture means cultivating an environment that supports healthy choices and provides innovative initiatives to help drive and sustain these choices.

# EMPLOYEE WELLBEING INFOGRAPHIC

## WHY

This client was rolling out new goals and initiatives around creating a healthy culture. They wanted an engaging, visual way to build excitement and buy-in from their teams.

## WHAT WE MADE

This infographic got employees' attention. The digestible layout shared general information about healthy culture, the organization's specific goals, and the actions employees should take to participate.

## Keys to Connection in Remote Work and Physical Distance

Adjusting to the changes brought by remote work and physical distancing takes patience, but we can make the most of it by focusing on a few key factors:

- ✓ MAINTAIN
- ✓ BALANCE
- ✓ INTENTION



Take care of

### Take care of your body and mind while working from home

It's important to stay physically active and keep our minds centered while staying home. Here are a few ways we can all prioritize our health and wellness:

- ✓ SET UP AN ERG
- ✓ SIT WITH GOOD BREATHE DEEP
- ✓ ESTABLISH A R STICK TO IT
- ✓ MAKE TIME DU DAY TO BE ACT
- ✓ PRACTICE KIND AND GRATITUD

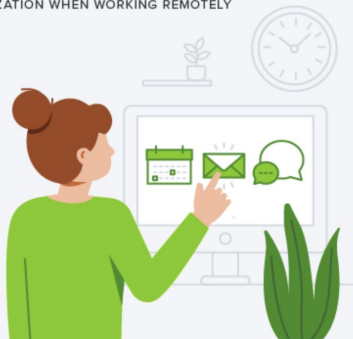


A healthy bo

### Taking time to manage your time

WHAT TO KEEP IN MIND ABOUT TIME MANAGEMENT AND PRIORITIZATION WHEN WORKING REMOTELY

- ✓ Have a plan for the day and set boundaries
- ✓ Designate time to handle requests instead of disrupting your workflow to respond immediately
- ✓ Know when you do your best work and protect those hours
- ✓ Try prioritization tools and exercises



Hi Colleague,

As we continue se  
inbox with tips, res  
everyone to feel su

This first round fea  
physical distancing  
working remotely.



**Keep perspective**  
bad, even if it som  
circumstances eve

**Foster connectio**  
including social me

Hi Colleague,

We're back with anot  
working from home.  
that you have resour

This week we're focu  
working remotely anc  
good shape is crucial

Hi Colleague,

This week, it's all about time management. With the switch to remote work, it can be tough to balance team connection with efficiency. No one likes a meeting that could have been an email, but it's still important to collaborate and have some "face-to-face" interaction with coworkers.

# EMPLOYEE RESOURCE EMAIL SERIES

## WHY

This technology client wanted to keep employees connected and supported while transitioning to remote work—sharing resources and relevant info with team members across the globe.

## WHAT WE MADE

We researched, wrote, and designed a weekly email series using a custom template, header graphics, and in-line images, achieving a consistent 90%+ open rate.



## COVID-19 MICROCONTENT SERIES

### WHY

We wanted to use our visual storytelling expertise to share important information about the COVID-19 pandemic and prevention steps.

### WHAT WE MADE

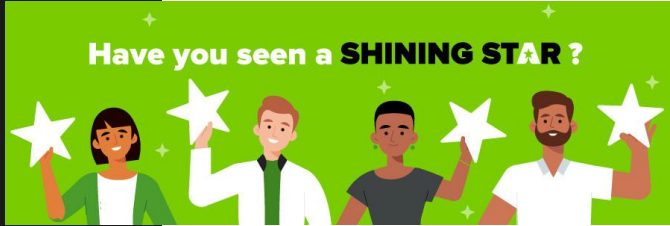
We created a series of 30 pieces of daily microcontent around CDC and WHO guidance during the first month of the pandemic, sharing the series on our social media and with our clients for their own use.



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## EMPLOYEE RECOGNITION

Whether it's a custom JPEG attached to an email or a more formal award or certificate, putting a little extra thought into employee recognition can do wonders for engagement.



## EMPLOYEE RECOGNITION PROGRAM

### WHY

This client wanted to develop a full-featured program to recognize employees for a job well done—enabling managers to award kudos and monetary bonuses to outstanding team members.

### WHAT WE MADE

We expanded the client's internal comms brand to created a series of graphics for landing pages, emails, and more along with a custom set of icons for key success areas.



## EMAIL IMAGES

### WHY

Fun, downloadable images add a little extra personality to the typical “Thank you!” or “You did great!” or “We couldn’t have done it without you!” email.

### WHAT WE MADE

While this is a Lemonly example, we’ve created branded badges, illustrations, e-cards, and similar collateral for several internal communications clients.



What can we learn from these times that we can  
carry through to internal communication  
practices beyond 2020?





## WHAT CAN WE LEARN?

- Treat your internal communications more like content marketing.
- Meet your employees where they are. Adapt your internal comms approach for the ways employees **want** to consume content.
- Everyone's life is complicated and hectic. Keep intentionality and consideration for each other in mind when communicating.
- Find ways to recognize, celebrate, and include employees despite being apart and navigating difficult circumstances.
- Give your team the freedom to work how they work best. Communicate asynchronously to allow employees to consume information and respond on their own time.



# INTERNAL COMMUNICATIONS PACKAGES



## EASILY SKIMMABLE PDF

Create an easy-to-understand, visual one-page document featuring updated policy information or a multi-page overview of your new benefits package.



## ICON SYSTEM

Create a visual language for your employees to use for years to come. We'll create 20 custom icons and help you identify which items need visual representation for your company.



## WEEKLY EMAIL BUNDLE

Need to talk to employees on a weekly basis? Work with us to help share your messages in a digestible form week to week. From concept to copywriting and design, department-wide to company-wide, we can do it all.



## ONBOARDING KIT

Work with us to create a digital or physical onboarding kit for new employees to enjoy (and remember). Items include:

- Campus Map or Department Chart Design
- Fill-it-your-own Infographic Design
- Tangible Swag Item Design (T-shirt, Pin, Pennant, etc.)



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## NOT SURE WHERE TO START?

Start with a **Brainsqueeze**. The Lemonly creative team will collaborate on a content strategy that's perfect for your organization's needs.

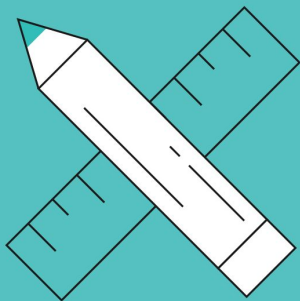
1. Help us get to know you with our quick form
2. Describe your greatest communication challenge
3. We'll reach out to schedule your Brainsqueeze call

A woman with long brown hair, wearing a black cardigan over a colorful patterned top, is sitting at a wooden desk in a modern office. She is smiling and looking towards the right. The office has a brick wall, a neon sign, and several other people working at desks with computers. A small potted plant is on the desk in front of her.

## LET'S TALK!

We'll discuss your internal communications strategy and identify opportunities to improve.

[LEMONLY.COM/TALK](https://www.lemonly.com/talk)



## DESIGNING COMPANY CULTURE

NEW COURSE

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# INTERNAL COMMUNICATIONS + CULTURE COURSE

When you book a call to talk with us about your internal communication strategy, you'll get complimentary lifetime access to our online course, ***Designing Company Culture***.

- Define your core values & core focus
- Run better one-on-one meetings
- Craft a remote work policy that works for your team
- Onboard new employees with ease
- ...and lots more!

# QUESTIONS?



THANK YOU!



[LEMONLY.COM/TALK](https://LEMONLY.COM/TALK)

