



Be Prepared with a Communications Toolkit

Preparedness is vital when a communications challenge is brewing.

A communications toolkit gives you the confidence to address any situation quickly and effectively. Your toolkit helps you translate company goals and strategies into actions that employees can drive forward.

Vitiello Communications Group (VTLO), a global leader in business communications, recommends the following toolkit nuts and bolts to achieve success.

Your toolkit should contain consistent messaging to ensure companywide alignment.

Create a blueprint.

- Develop a communication plan that sets the tone and direction for how you will approach the situation. The plan should outline objectives, strategies, specific challenges, key messages and tactics.

Build consensus.

- Get buy-in from your senior leaders. You will need their stamp of approval to ensure that managers carry the message forward and engage employees.

Drill down for feedback.

- If permissible, reach out to your employee networks or communication council to vet your plan and get feedback.
- When that's not possible (as in the case of a highly confidential announcement), activate key members of your team for a reality check on the messages and the approach.

Weld the pieces together.

- Determine the appropriate deliverables that you'll need in your toolkit to communicate company news. Consider the message, audience and corporate culture.
- For some organizations, a company-wide webinar may be most appropriate



to kick off a major announcement. If that's the case, the toolkit should include remarks for a senior leader to deliver, as well as a logistics fact sheet that anyone in your group can follow to arrange the webinar.

- If your company prefers a decentralized approach targeted to business lines and/or geographic regions, your toolkit should include PowerPoint decks containing background information that every employee needs to know, along with slides that can be customized.
- Whatever approach works best for the culture or situation, your toolkit should contain consistent messaging to ensure companywide alignment.

Hammer it home.

- Ready-to-go tools provide guidance for managers so they fully understand the topic to be communicated and are prepared to conduct team meetings. This can include a briefing document with expectations, timing for discussing the news, helpful links and tips for post-meeting follow up.
- Other tools to consider include FAQs, videos, company best practices and templates. These tools help managers begin the dialog with employees that engages everyone in achieving common objectives.

Measure the results.

- Collecting and analyzing employee feedback is one way to learn if the toolkit works.
- Another is to stay connected to supervisors for their opinions of the tools' effectiveness. Add new tools or reinforce the original toolkit as needed.

Build Your Toolkit

We can help you build a toolkit that gives you confidence when facing a communications challenge.

Start the Conversation

Call or email us to arrange a free, 20-minute phone consultation.

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Talk With the Experts



Vitiello Communications Group (VTLO) is a global leader in business communications working with executives to engage people and inspire them to achieve great outcomes. Our client roster spans a range of highly regulated industries, including life sciences, healthcare, financial services, and conglomerates. VTLO is a certified woman-owned business by the Women's Business Enterprise National Council (WBENC) and the State of New Jersey. For more information, please visit our website at www.vtlo.com.