



Transform Your Company's Communication Style

Information about important programs and company news are communicated to employees nearly every day.

How those messages are received—and acted upon—will be determined in large part by the way the communications are crafted. Contemporary business leaders are replacing “corporate speak” with a more conversational approach to organizational communications. Social media is partly responsible for a culture shift to interactivity and greater informality. Employees want to be “talked with”—not “at”—and to be part of the conversation.

Vitiello Communications Group (VTLO), a global leader in business communications, offers the following pointers for the first step—getting started.

“You talkin’ to me?”

Pull a random sampling of executive emails, PowerPoint presentations, intranet articles and FAQs from the past year. For each piece of content, ask yourself:

- Is the tone too serious... even somber? As Dolly’s Parton’s character in “Steel Magnolias” astutely observed, “Smile. It enhances your face value.” Smiles translate to written communications through appropriate humor and a breezy style.
- Is the content complicated by industry jargon or corporate voodoo?
- Is it easy for readers to “get” the message?
- Would this communication inspire/engage me? Why or why not?

“Houston, we have a problem.”

- Survey employees to see what they like/dislike about current communications.
- Do they feel disconnected from senior leaders?

Your communication style guide should be an easy-to-follow roadmap for leaders who handle organization-wide communications to employees.



- Do they feel that messages are pushed out to them with little opportunity for feedback?
- Would employees participate in interactive online chat rooms, if made available?

“Never let the fear of striking out keep you from playing the game.”

- Use results from the employee survey to support your case for change.
- Conduct research and share examples of how other companies have improved the clarity and tone of messages.
- Highlight the work of your organization’s most effective communicators and others may emulate their best practices.

“When a defining moment comes along, you can do one of two things. Define the moment, or let the moment define you.”

- Plot out the tone and style changes you want to embed in all communications.
- Begin with your objectives and strategies. What do you want to achieve with a new way of communicating? How will you get there?
- Outline areas to include in a communication style guide. This allows you to see at a glance where you have gaps that you want to address.

“Show me the money.”

- Cash in on your prep work, starting with the development of a communication style guide. This should be an easy-to-follow roadmap for those who normally handle organization-wide communications and for all leaders and employees.
- Give before and after examples to show how the same topic can be communicated in a friendlier and more relatable manner.
- Provide key messages, written in plain English, which can be inserted into a range of communications. Make sure the messages align with corporate objectives, but are crafted in an upbeat tone.
- Emphasize that the style used in written communications should be pulled through when speaking to employees, whether in a presentation setting or in casual conversations.
- Share the guide with all company leaders, providing the rationale for change and instructions on how to put the guide to use within their respective groups.
- Post the guide to the intranet to ensure that everyone is speaking the same language.

“It’s not gonna be easy. It’s gonna be really hard.”

- Transforming the way an organization communicates is not a part-time pursuit. Culture change takes time.
- With a focused commitment to this effort, employees will soon want to read and hear about company happenings and will stand ready to move initiatives forward.

Build Your Communication Style Guide

We can help you engage and inspire your employees so you can achieve results.

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.