

Communicating *Key Results*

The success of any organizational transformation depends on whether all employees are aligned and engaged to meet the transformation's strategic objectives. Accountability begins by clearly defining results. When embarking on a Culture Transformation, employees must be able to recite and connect with your organization's Purpose and R2/Vision, the metrics most important to the business (Key Results), and how they contribute to delivering the Key Results, either directly or indirectly.

ENGAGE ALL EMPLOYEES EFFECTIVELY

To engage all employees effectively, internal communications should meet employees where they are, keeping them connected and informed on the state of the business. In the absence of information, people will create their own. To combat rumors and stories that may impede progress toward your C2 culture and desired business results, be intentional by sharing progress made and progress needed toward your Key Results frequently, and with the context of your audience in mind.

ALIGN KEY EMPLOYEE PROCESSES AND SYSTEMS TO YOUR KPIS

Add/embed your Key Results/KPIs into your performance management communications and process, ensuring alignment between individual goals and organizational metrics. For more information, download our integrating Cultural Beliefs into **HR Processes Playbook** from our Client Portal. Need Client Portal Access? [Click here.](#)



KEY COMPONENTS OF A CULTURAL TRANSFORMATION INTERNAL COMMUNICATIONS PLAN

- **Goal:** What do you want to achieve?
- **Audience:** Who are you engaging with (level)?
- **Messenger:** Who will deliver the message?
- **Message:** What key points do you need to communicate? How will you create experiences to form the beliefs you want your audience to have? Explore our **Creating Type 2 Experiences Tool** to learn more.
- **Date/Time:** When will the communication take place?
- **Frequency:** Is this a one-time or recurring communication? If recurring, how frequently?
- **Communication Mode and Channel:** How will the message be delivered? Some modes and channels to consider are:
 - Town Halls
 - Video messages
 - Face-to-face or Virtual team meetings
 - Email messages
 - Recurring Culture Newsletter
 - Culture Dashboard on your intranet
 - A collaborative Culture Channel
Examples: Slack or Viva Engage

Good internal communications support the kind of employee engagement that drives desired business results. Download an example [R2 & Key Results internal communications template](#).

PRO TIPS

- ✓ **Develop a Dashboard:** Create a destination for real-time updates of progress toward R2/Vision, Key Results, and other important metrics that can be shared broadly. Keep the dashboard updated regularly so people will trust the data and return for timely updates.
- ✓ **Ensure C-level leadership:** Is your CEO / other C-Suiters linking to your Results Equation and communicating progress to R2 and Key Results in every Town Hall? Help them become expert at this with content delivered “just in time” while event planning.
- ✓ **Highlight Progress:** Take your employees on a journey so they will know where you started, where you are today, and where you need to go – by when. Be specific on how the audience will help contribute to getting there.
- ✓ **Keep messages simple:** People remember things based on simple ideas.
- ✓ **Meet employees where they are:** Craft your plan with senior- and mid-level managers in mind. Provide content that enables them to frequently communicate KPI progress made, and progress needed. Consider providing a meeting-in-a-box toolkit or talking points that provides context for each team around how they directly or indirectly contribute to the KPIs.
- ✓ **Use Focused Storytelling and Focused Recognition:** Continually collect and share stories of employees exhibiting your Cultural Beliefs® and how they have positively impacted R2 or a Key Result.
- ✓ **Be unexpected:** Make your messages memorable. For maximum impact use multiple voices and channels. Play with physical properties of your content, like vibrant colors, sizes, or dynamic movement. Tap into emotions with something funny that makes your audience laugh or causes them to reflect.

CONNECT WITH YOUR CULTURE STRATEGIST

Tap into the experience of your Culture Strategist, who can help you tailor your communications strategy to accelerate employee engagement. They can provide relevant examples of how other clients across multiple industries are customizing their internal communications plans. Our team of expert Advisors can also provide topical articles, pithy observations, newsletter inspiration, executive communications templates, and much more. [Connect with a Culture Advisor](#).