

# GrayMatterz

THE ZIMMERMAN GROUP, INC.

*Marketing/Consulting*

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## AFTER THE PARTY

Does your organization plan holiday parties for employees? Most organizations do.

With so many competing priorities, though, ongoing internal communications programs are often neglected. We fully believe the studies showing that effective internal communications programs drive bottom-line results by:

- Reinforcing your company's mission and goals
- Building sales
- Helping to retain good employees

Here are four communications vehicles that we recommend:

### **E-NEWSLETTERS**

We suggest short, frequent, visually appealing electronic newsletters. Include honest words from management about where your company is going, specific achievements, and kudos for projects well done, along with areas to improve. To help save the top guns' time – and to keep newsletters on schedule – we often conduct short interviews with them, then draft the newsletters.

### **INTRANETS**

Intranets often start as reference sources – for forms, phone numbers, and so forth. But we think that intranets should also serve as interactive, evolving communications vehicles, powerful for both new hires and seasoned employees. One component we like to create is an "If Asked" document, a short Q-and-A providing answers to questions that employees might be asked when they travel to conferences, speak at seminars, or even chat with their neighbors.



## **INTERNAL LAUNCHES**

Before any major initiative goes external, it's critical that you launch the new product or service internally. That way, everyone in your company can serve as a spokesperson in those informal situations that are part of daily life, like Rotary meetings. As part of helping one company introduce a new division, we threw an internal launch party: cake, balloons, giveaways. Of course, we also made a presentation about the company's mission, identity, and growth goals. And – so important – the company president even came to celebrate the potential of the new division.

## **ANNUAL THEME**

You know how an image – or a phrase – can become a symbol of something much larger? That's how an annual communications theme can work. We believe in developing themes "with legs" – that is, themes with the potential to be used in numerous ways to underscore corporate goals. Here's one that we created:



We're also proponents of stimulating corporate culture programs, of using low-tech solutions – like bulletin boards – to spread a message, and of old-fashioned traditions, like "Breakfast with the President."

As we move into 2004, if you'd like to talk about planning and implementing an internal communications program that is sure to pay for itself – many times over – in bottom line results, call us at 540-722-8888. Or drop an email to Ellen Zimmerman at [ez@zimm.com](mailto:ez@zimm.com).