

Everything you need to know

Transformative communications to drive cultural change



Our top five agile communication tips



01

Don't stop communicating

When things are uncertain that is when communication is most important.

Whenever faced with ambiguity there's a natural reaction not to say anything until we are absolutely clear on our response.

Even if you can share very little factual information, employees need to know their leaders are scenario planning and working on solutions.

02

Never speculate

Validate your information before communicating it – never speculate!

Be as transparent as you can be. No one will expect you to have all the answers, but they will need to feel that you are sharing what you can and being honest about what you don't know yet.

Of course, the flip side is that it is equally important that you don't feel pressurised into communicating something that you're not totally confident about. If you are not 100% sure something is true, don't share it.



03

Show empathy

Demonstrate understanding, empathy and ensure your comms are authentic.

It's important that communications are as much about giving people the information they want to hear, as it is about the information you want to tell them.

Understanding where the areas of highest concern are, and ensuring you are providing people with relevant information.



04

Take information to people

When unable to deliver the message in person, how do you bring people into the room?

Don't rely solely on email. It's effective, but when people are worried, a face-to-face meeting is the best way to reach and resonate with your audience.

The use of video conferencing has significantly increased since COVID-19 and people are more likely to trust the message that is being delivered when they can see a real person and are provided the opportunity to ask questions and share ideas.



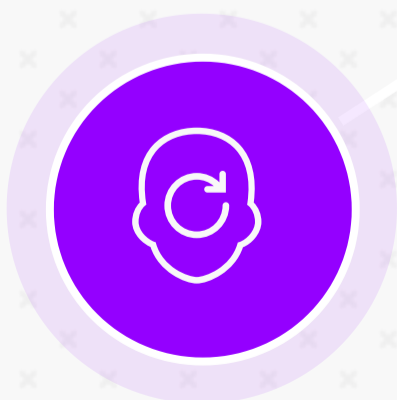
05

Build in agility

Those that develop agility will be most likely to thrive and survive through challenging times.

At the core of agile communications is resilience and flexibility. Situations can develop very quickly and the best way to keep up is through the adoption of an agile approach to communications that can adapt and pivot at pace.

Develop a **test, learn** and **improve** approach that enables you to establish the right narrative whilst communicating with clarity.



 Book in a virtual coffee with one of our agile marketing experts