

# An Important Time to be Communicating with Employees



**In current economic climate things are changing quickly; inevitably resulting in fast decisions being made. However, employees are often overlooked or left behind. It is imperative employees are kept informed and engaged – They need to know where the organisation is heading, how it aims to get there and what their role will be in achieving this.**

Utilising a range of techniques Ipsos MORI helps organisations use communication as an employee engagement tool. Research gives immediate feedback on employees' mood, informs planning and ensures programmes, strategies and campaigns are based on where employees are currently at; versus where you need them to be.

We measure and understand both the context and current situation – identifying levels of awareness and understanding around particular topics, investigating employee perceptions and thoroughly segmenting the audience by pinpointing all the key groups (business unit, geographic, level, etc) you need to engage.

So whether you wish to audit your present communication channels, review and improve the effectiveness of your approaches or truly understand employee needs when it comes to communication, we will identify the right strategy for you:

- **Communication Audit** – Capturing opinion from management and employees via interviews, focus groups, online/paper surveys and providing insightful analysis, interpretation and reporting of the results.
- **Strategic Channel Review** – More focused programmes of research assessing the effectiveness of an employee publication, intranet or other communication channel.
- **Audience Mapping** – Appreciating subgroup differences within your workforce, to ensure all, not just some, of your employees are with you on the journey.

## Audit, strategic channel review & audience mapping

Ipsos MORI have a wealth of experience designing and delivering both quantitative and qualitative communication research, including online and paper-based surveys, focus groups, telephone and face-to-face interviewing.