

Steps to Building Effective Communication

The Practice

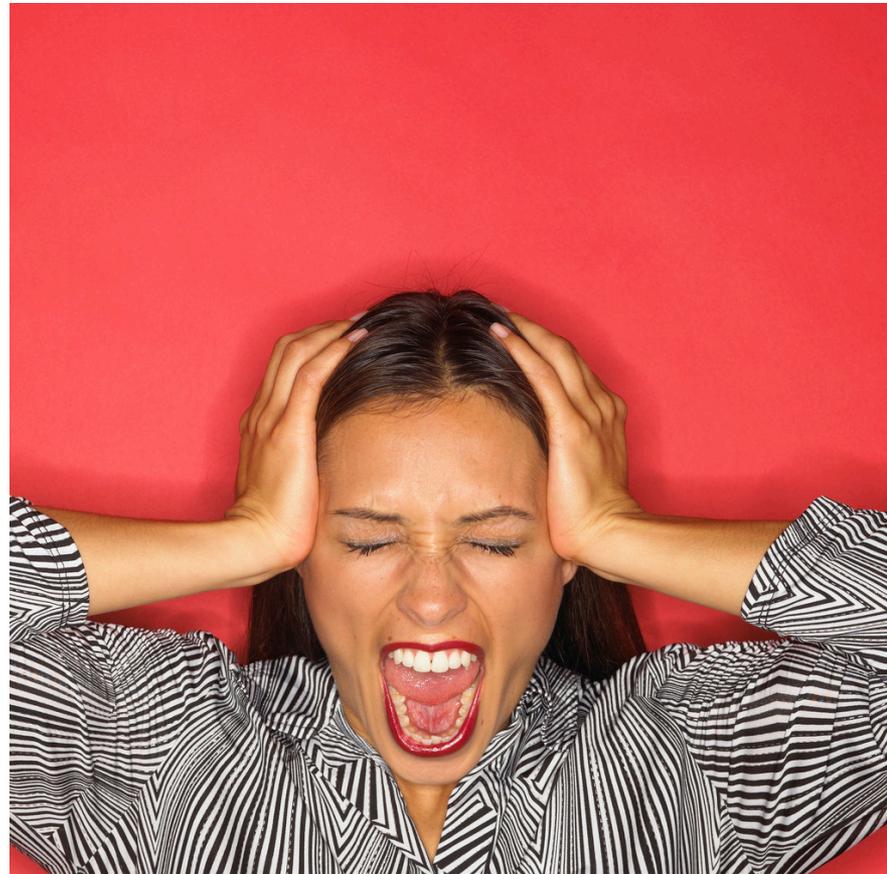
A person in a business suit is shown from the chest down, sitting at a desk and writing on a notepad with a pen. The image is faded and serves as a background for the text.

Today's agenda:

- Overcome challenges/fears
- Communication basics
- Take home tools

Two kind of wellness efforts...

Screaming to be heard...



What is happening?



In how many ways did we
communicate the event/service?

What is happening?



Was our communication...

- Clear?
- Attractive?
- Provide needed info?

What is happening?



How far in advance did
we notify people?

Don't ask, don't tell...



What is happening?



What can we do if we have more demand than supply?

More members than space...



- A. Immediately remove all information about the fitness center from the web, hallways and employee orientation packets.
- B. Keep the information on the web, remove it from the hallways and orientation packets, but stop promoting your web site.
- C. Inform new applicants that they will be placed on a waiting list and notified when there is room.
- D. Contact your commissioner's office about the success of the building's filled-to-capacity fitness center.

What is happening?



How can we turn great demand
into employee motivation?

What is happening?

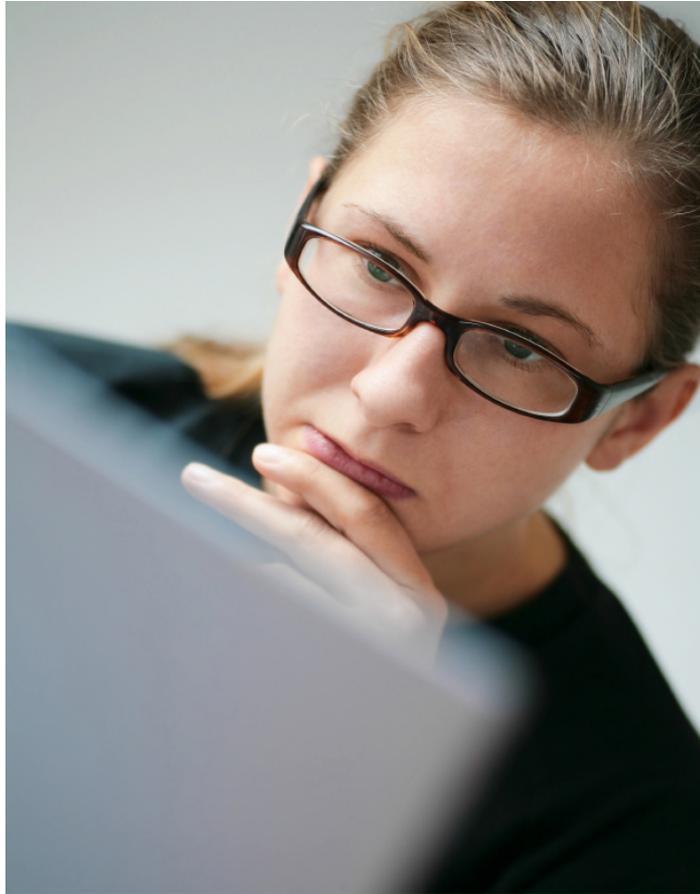


What would happen if our leadership knew that our programs/facilities were in-demand?



Communicating with employees...

Different ways we absorb info...



Visual: primary

- Pictures
- Words

Visual Vehicles:

- Email
- Web page
- Flyers/posters
- Calendars

A word of caution...



Emailing:
when a good thing is
too much...

Different ways we absorb info...

Hearing

- Word-of-Mouth
- Meetings
- Announcements
- Broadcasts



Stay in step with your audience...



Social Networking Sites

- Facebook
- Twitter

Text Messaging

- Invitations
- Reminders



Take home tools for you...

Here you go...



- Event flyer template
- Brochure template
- Newsletter template
- Monthly email sample

We're here to help...

Lynn Frank

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