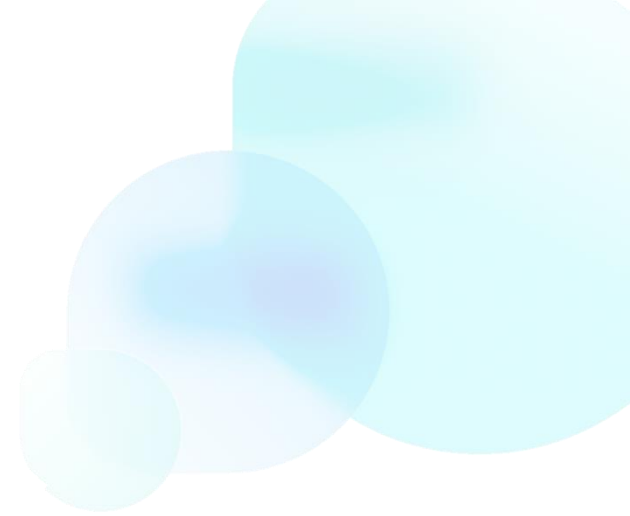




nurture



Effective Employee Communications Program Manual

Delivering Business Outcomes with
the Internal Communications Platform

Companies that are highly effective at communication are...



More effective and engaging communication results in better business performance.

Communications that Empowers Communicators & Employees

Addressing Diverse Communicator and Employee Needs (Including Deskless Employees)

For Communicators

- **Improved speed of work and collaboration** - Empower cross-team/ teamwork thanks to the collaboration features (templates, comments, approval workflows)
- **Hyper-personalized and targeted** - Maximize communications efficiency thanks to the personalization options and **core HR integration**.
- **Company- branded and localized experience** - Customize the platform to fit your unique business needs and provide a localized experience that reduces the mis-communication risk
- **Accessible and inclusive communications platform** - Include everyone with the Nurture mobile PWA and other integrations (Slack, MS Teams, SharePoint, SMS, Kiosks, etc.)

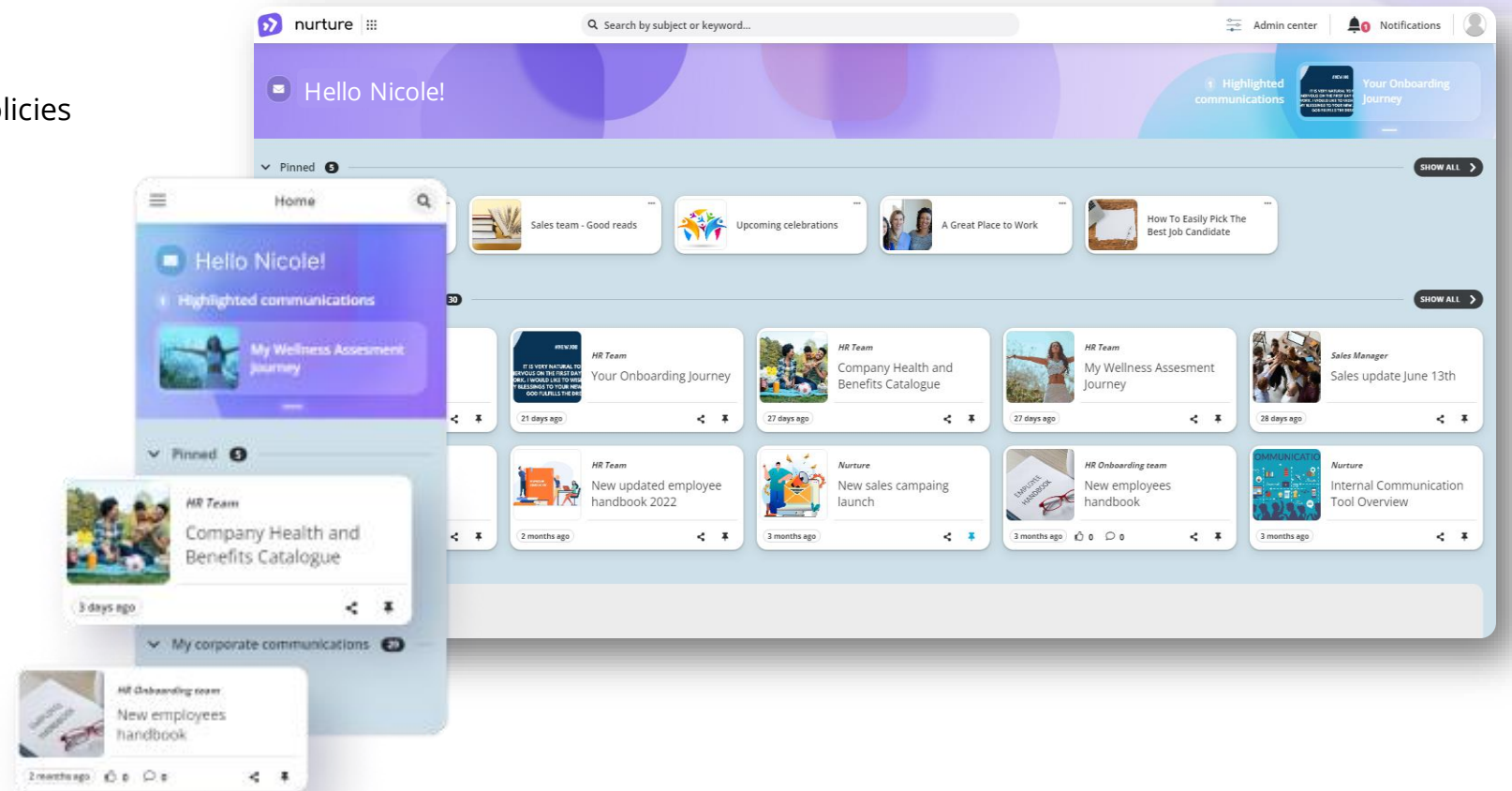
For Employees

- **Personalized and engaging** - Deliver hyper-personalized communication and engaging social experience to guarantee better consumption of employee communications and maximum impact.
- **Targeted and purposeful** - Get your message across. Target the right people and deliver information relevant to their everyday work and tasks.
- **Inclusive and real-time** - Reach and include all your employees by using their preferred channels.
- **Guided and actionable** - Start initiatives and align your organization around your business direction and goals.
- **Empowering and supportive** - Support your employees with a platform where they can share feedback and feel listened to.

Thoughtful Communication

Effective Communications Strategy That Drives Results





- Core company values, mission, vision.
- Goals and strategies
- Crisis and change management
- Urgent communications
- Workplace safety, compliance and other policies
- Employee peak moments
- HR and culture
- Drive initiatives (environmental, social, DEI)



Communicate Goals & Strategies

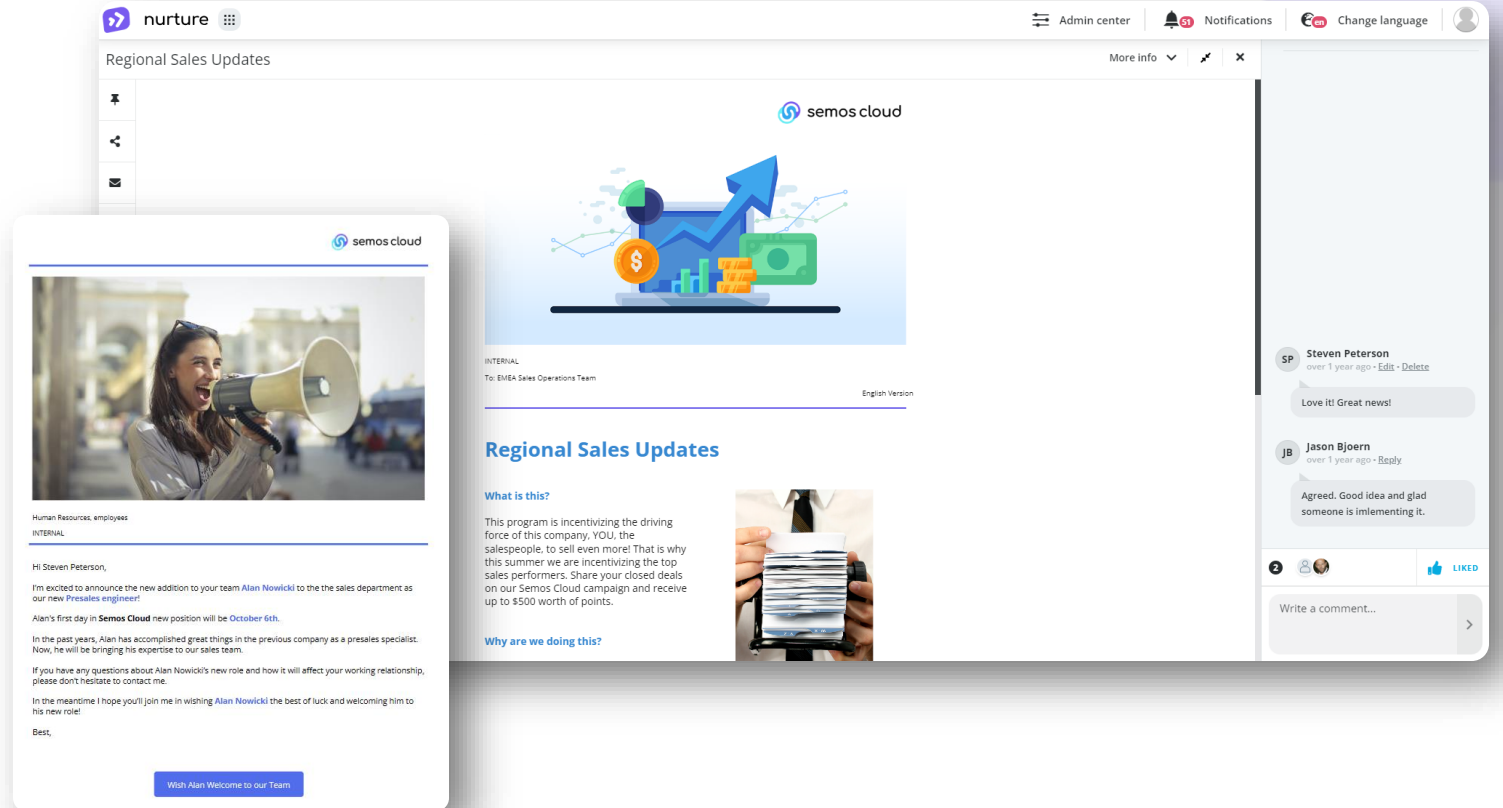
Update employees regarding newly set **sales targets** or communicate the latest strategies implemented within the organization. Keeping the team informed is crucial for aligning efforts towards common objectives.

BEST PRACTICE

-  **Message:** Introducing new sales targets
-  **Channels:** desktop, mobile, email
-  **Target audience:** global sales team
-  **Languages:** provide native language translations

Consider:






- Branding for representations
- Incorporate interactive elements (videos, images, quick surveys)
- Utilize relatable language and phrases
- Emphasize important information by using bullet points




Communicate Core Company Values, Mission and Vision

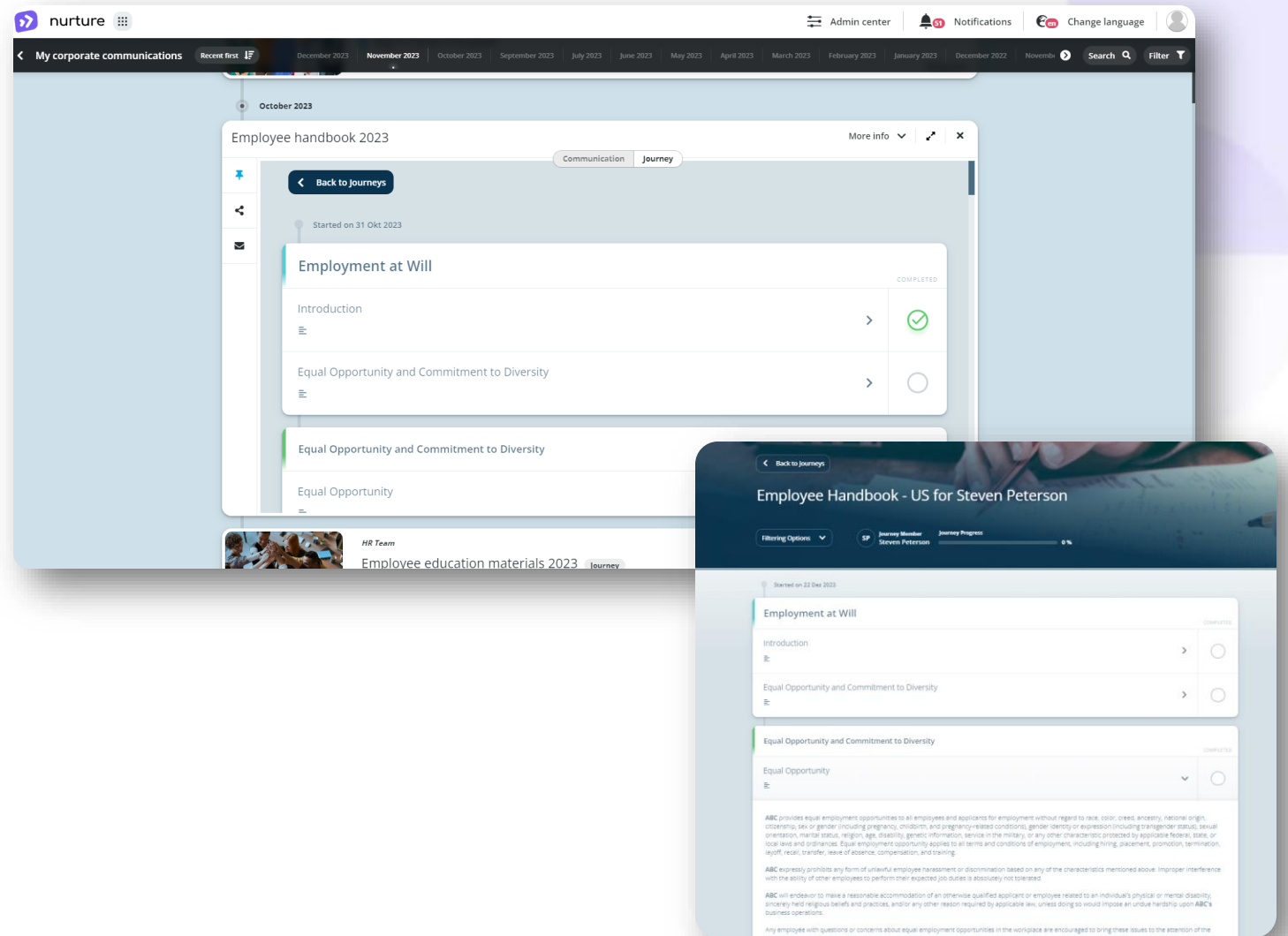
Forge organizational alignment through a robust internal communications strategy. Align employees with values, and mission by delivering inspiring content efficiently.

BEST PRACTICE

-  **Message:** New vision statement
-  **Channels:** desktop, mobile, email
-  **Target audience:** global
-  **Languages:** provide native language translations
-  **Documentation:** attach/ link to relevant documentation, or create journeys

Consider:

-  Branding for representation
- Incorporate interactive elements (videos, images, quick surveys)
- Utilize relatable language and phrases





The image displays two overlapping screenshots of the Nurture software interface. The top screenshot shows a 'My corporate communications' dashboard for October 2023, featuring a 'Journey' titled 'Employee handbook 2023'. This journey includes a list of content items: 'Employment at Will' (marked as 'COMPLETED'), 'Introduction', 'Equal Opportunity and Commitment to Diversity', and 'Equal Opportunity'. A 'Back to Journeys' button is visible at the top left of the journey view. The bottom screenshot shows a personalized view of the 'Employee Handbook - US for Steven Peterson', with a progress bar indicating 0% completion. It also lists the same content items, with 'Employment at Will' marked as 'COMPLETED'. The interface includes navigation options like 'Filtering Options' and 'Journey Member Steven Peterson'.

Crisis and Change Management


Effectively convey information regarding change management strategies and crisis management procedures. Keeping the team informed and prepared during shifts or emergencies is essential for a resilient and adaptable workforce.

BEST PRACTICE

 **Message:** Machine defect in the factory

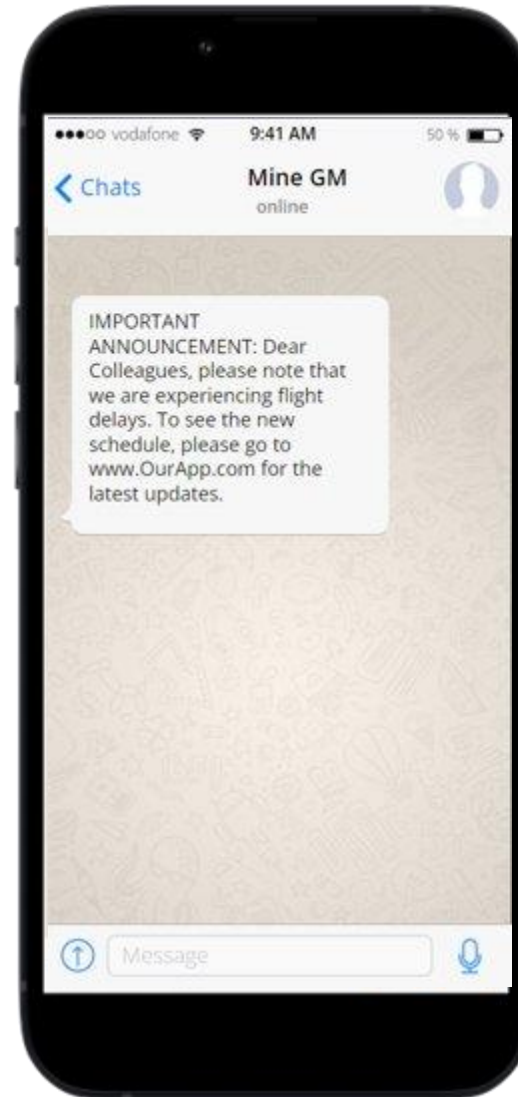
 **Channels:** mobile, email, SMS

 **Target audience:** unit workers

 **Languages:** provide native language translations

➔ Consider:





- Most important update should be in the subject of the email
- SMS message should be kept short and straight to the point



Urgent Communications

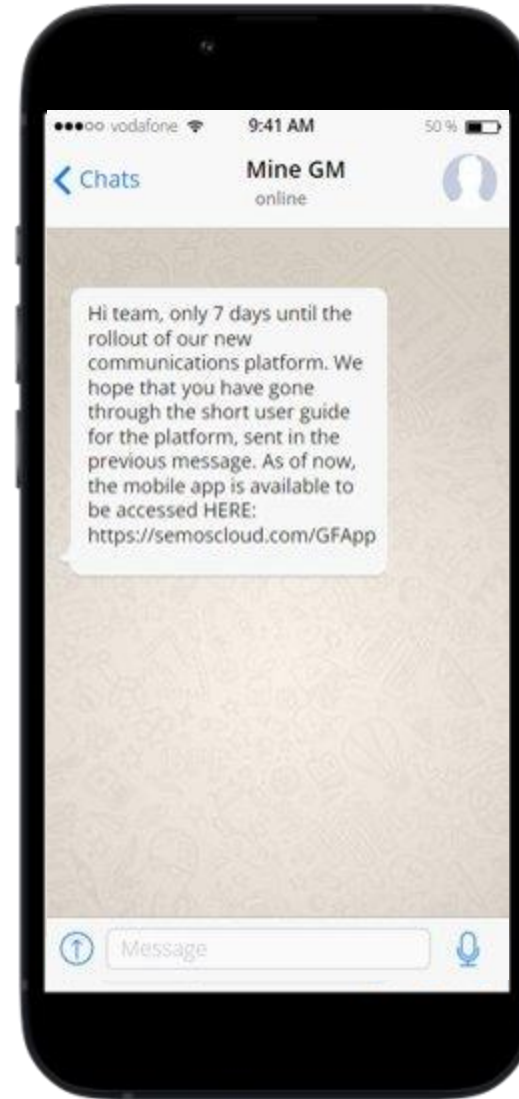
Ensure immediate distribution of urgent updates by directly communicating them to employees. Timely sharing of urgent information enables prompt responses and implementation, fostering agility and responsiveness within the workforce.

BEST PRACTICE

-  **Message:** Change of shifts
-  **Channels:** desktop, mobile, email, SMS
-  **Target audience:** Unit workers
-  **Languages:** provide native language translations

➔ Consider:

- Most important update should be in the subject of the email
- SMS message should be kept short and straight to the point



Workplace safety, compliance & other policies

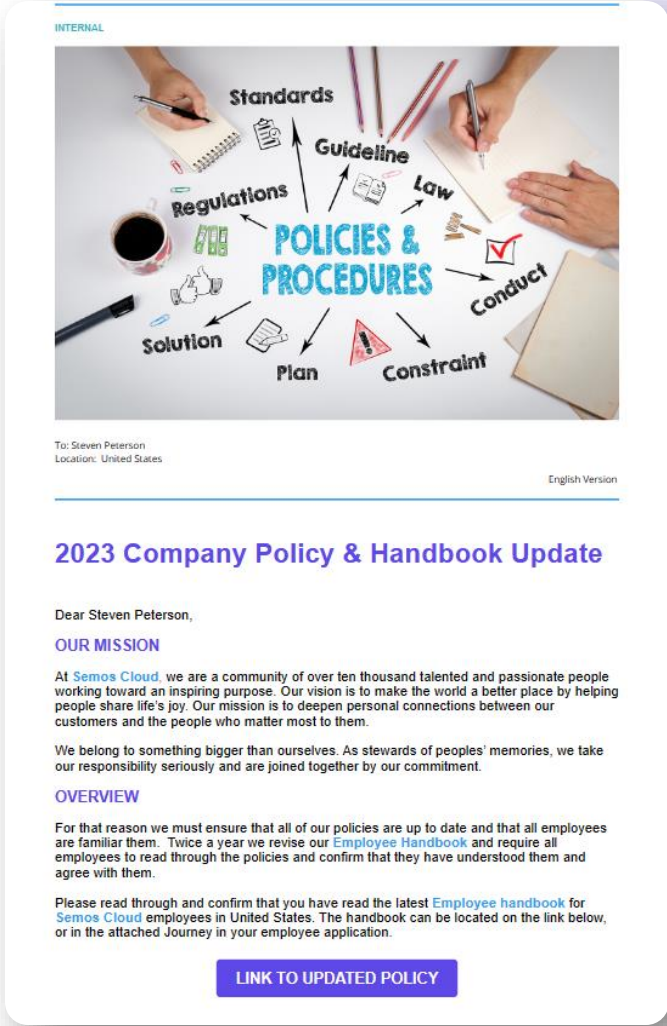
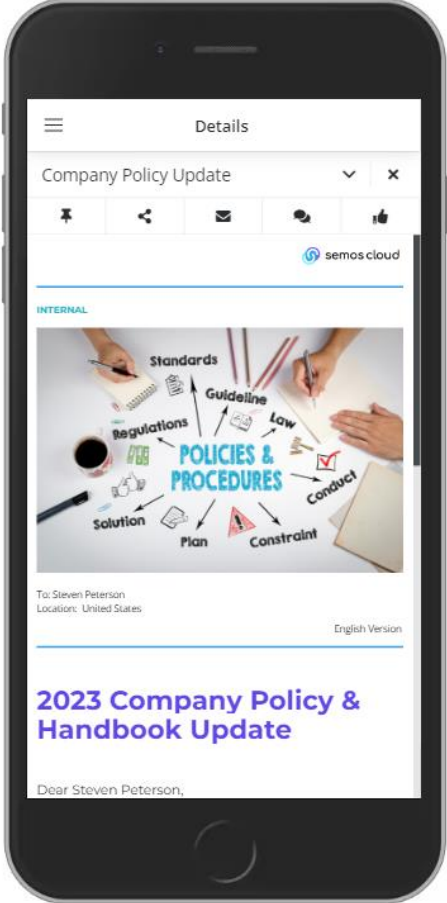
Communicate workplace safety, compliance, and other policies to enhance awareness and foster widespread adoption among employees. Clear communication of new guidelines is vital to ensure understanding, compliance, and integration into daily operations within the workplace.

BEST PRACTICE

- Message:** New compliance policy
- Channels:** mobile, email, SMS
- Target audience:** HR, IT, finance, procurement
- Languages:** provide native language translations
- Documentation:** attach/ link to relevant documentation, or create journeys

Consider:





- Branding for representation
- Incorporate interactive elements (videos, images, quick surveys)
- Utilize relatable language and phrases



Mark Employee Peak Moments

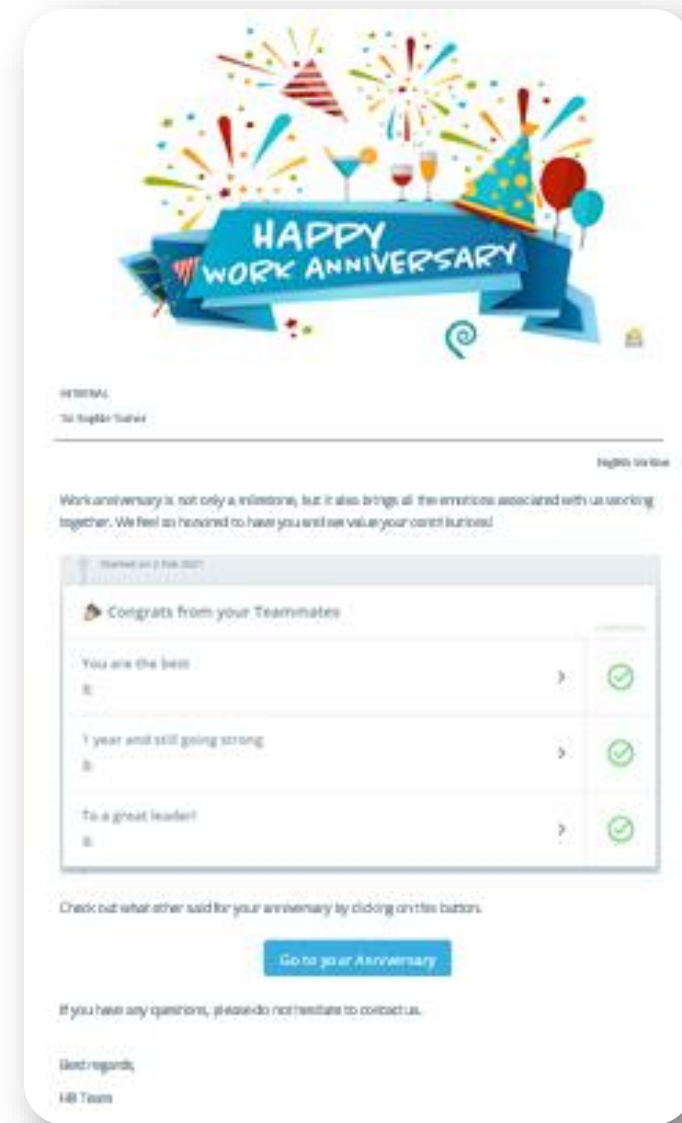
Leverage the communication platform to commemorate significant employee milestones like work anniversaries and birthdays. Utilizing communications to ensure timely recognition and celebration of these peak moments, fostering a positive and appreciative workplace culture.

BEST PRACTICE

-  **Message:** Happy Work Anniversary
-  **Channels:** mobile, email
-  **Target audience:** Employee celebrating work anniversary
-  **Languages:** provide native language translations

➔ Consider:

- Branding for representations
- Incorporate interactive elements (videos, images, quick surveys, certificates, etc.)
- If implemented, add link which leads to the recognition and reward platform
- Utilize relatable language and phrases








Boost HR & Culture

Leverage communications to enhance company culture by fostering a sense of belonging and community among employees.

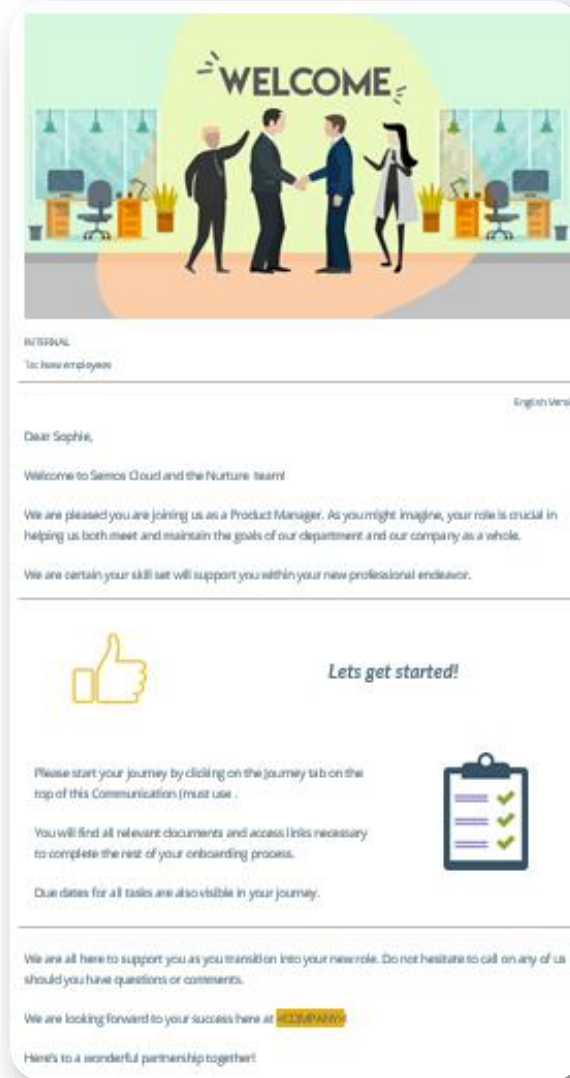
Utilize the platform to encourage interaction, facilitate open dialogue, share achievements, and create engaging activities that strengthen the team's bond and reinforce the collective identity within the organization.

BEST PRACTICE

-  **Message:** Welcome to the team
-  **Channels:** mobile, email, SMS
-  **Target audience:** new hire
-  **Languages:** provide native language translations
-  **Documentation:** attach/ link to relevant documentation, or create journeys

➔ Consider:

- Branding for representations
- Emphasize important information by using bullet points







Drive Initiatives

Utilize effective communication strategies to launch new environmental, social, or diversity, equity, wellness, and inclusion (DEI) initiatives within the organization.

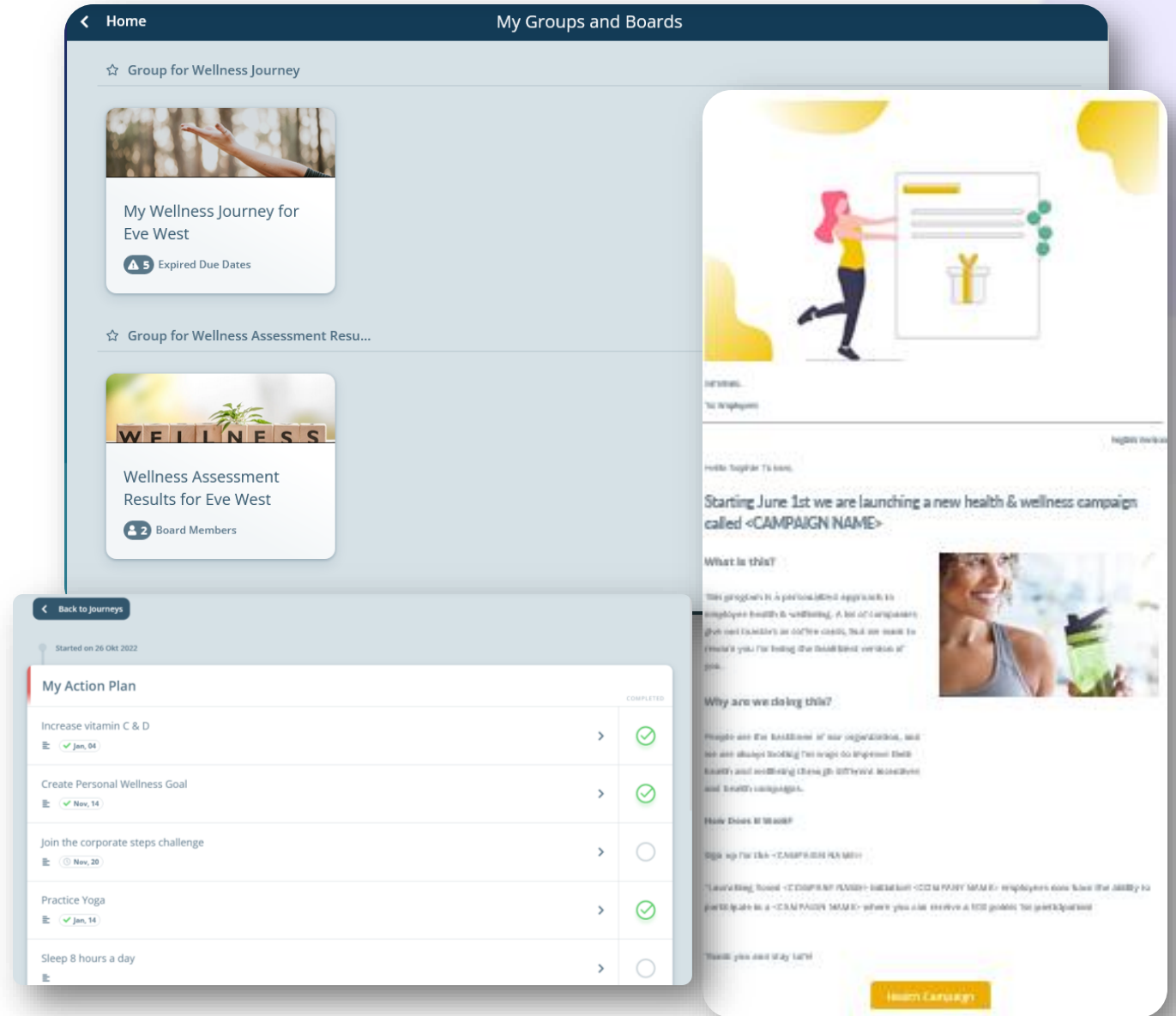
Harness various communication channels to encourage active participation among employees, create awareness, inspire action, and drive impactful change in these crucial areas.

BEST PRACTICE

-  **Message:** New health & wellness program
-  **Channels:** desktop, mobile, email
-  **Target audience:** global
-  **Languages:** provide native language translations

Consider:

- Branding for representations
- Communicate your "Why"
- Incorporate interactive elements (videos, images, quick surveys, certificates, etc.)
- If implemented, add link which leads to the recognition and reward platform



The image displays a mobile application interface for wellness initiatives. The top section, titled "My Groups and Boards", shows two groups: "Group for Wellness Journey" and "Group for Wellness Assessment Resu...". The "Wellness Journey" group features a card for "My Wellness Journey for Eve West" with a notification for "Expired Due Dates". The "Wellness Assessment" group features a card for "Wellness Assessment Results for Eve West" with a notification for "Board Members".

The bottom section, titled "My Action Plan", shows a list of tasks with their completion status:

Task	Due Date	Status
Increase vitamin C & D	Jan, 04	Completed
Create Personal Wellness Goal	Nov, 14	Completed
Join the corporate steps challenge	Nov, 20	Not Started
Practice Yoga	Jan, 14	Completed
Sleep 8 hours a day		Not Started

The right side of the image shows a promotional banner for a new health & wellness campaign starting June 1st. The banner includes a "Learn Campaign" button.

Thank you!



www.semoscloud.com



contact@semoscloud.com



[@semoscloud](https://twitter.com/semoscloud)



(US) +1 (571) 842-1117



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