

TRYING TO CONNECT WITH NON-DESK WORKERS?

Think outside your HR box.
STAND inside theirs.



Sure, these still get the word out:

- Postcards mailed home
- Posters on bulletin boards
- Screen/monitor messages
- Emails

But the IDEA is for messages to STAND out.

IDEAS FOR PRINT

- Note cards on clipboards, for managers to hand out
- Posters in bathroom stalls
- Banners at entry doors
- Window and mirror clings
- Mini “ads” or articles in departmental newsletters
- Clear envelopes for home mailers

IDEAS FOR DIGITAL AND MORE

- Intranet web banners
- Messaging on time and attendance systems
- Radio channels for truckers
- Broadcast announcements onsite
- Text campaigns
- Podcasts
- Webinars



WRITE
ON
TARGET

WANT TO KNOW MORE?

Check out our blog series, starting with [“Fix #1: Tailor Your HR Communications to Hold Employee Attention.”](#)

Read how [this company simplified HR comms](#) and had 75% of employees use their new decision tool at initial rollout.

Download our free Ebook: [Communicate with Purpose](#)