



HEY!  
IS ANYONE ON  
THE FRONTLINE  
LISTENING?

CAN'T GET THEIR ATTENTION?

Customize Your Communications  
for Better Engagement

## BETTER UNDERSTANDING = BETTER ENGAGEMENT

### WHY?

**When manufacturing workers engage with the company mission, you get:**

- Increased productivity
- Fewer injuries
- Less employee turnover
- Higher profit margins

### HOW?

**Use data** to segment employee groups

**Tailor content and messaging** to be...  
**JUST RIGHT**

#### The Right Message

Will this content interest these employees? Will it truly impact them?

Is it understandable to everyone (no HR speak)?

WRITE  
ON  
TARGET

#### The Right Timing

Is there an action required by the employees, and are you asking too soon or too late?

Where are these employees in life's journey? Do they really need to know this information?

#### The Right Channel

How do these employees like to get information (electronic, print, etc.)?

Is this group of employees comfortable with the tech you might be using?