



INTERNAL MARKETING: Are Employees Buying What You're Selling?

Note: *This communication provides general information about human resources and employment practices issues. It is not a legal opinion or legal advice. Readers should confer with appropriate legal counsel for their particular situations.*

Your company may have buttoned-up, progressive policies and procedures, but if your employees don't embrace them – or don't know about them – then you might want to consider launching an internal marketing campaign. After all, your policies and procedures aren't just a three-ring binder on a shelf. They clarify your company's strategies and goals. They define customers' needs and wants. They present company values and expectations. In short, they communicate the essence of your organization.

To effectively communicate your policies and procedures, consider building your campaign around these strategies:

- Segment your efforts in a way that makes sense for your company. Does Accounting need its own campaign? Will front line workers have access to e-mail? Should executives get more detailed information?
- Learn what your industry's hot-button issues are, then mix those in with your company's own policies and procedures. For example, if you're a healthcare firm, you may be subject to HIPPA compliance. Talk about its influence in a general sense, peppered with messages about how your employees and customers will be affected.
- Make it fun!
- Measure results in a way that's appropriate to the campaign.
- Evaluate those results and make adjustments as necessary.

BottomLine

By promoting your company's policies and procedures, you're helping employees better understand your company's culture. You're also encouraging them to be part of a functional, successful team. That pervasive, positive feeling of inclusion empowers people to act in the best interest of their teammates, and ultimately the company. The results? More loyal company "evangelists," better performance, better ideas, and better service for your customers.

If you would like more information about this or other human resources and employment practices issues, please contact Praxis HR via email at info@praxis.com by phone at 206.262.8133 or visit our website at www.praxishr.com.