

The Insight Experience Strategic Communication Model™: A Primer

The Insight Experience Strategic Communication Model™ captures the four critical areas of effective communication that employees listen for: Content and Context, Consistency, Empathy and Energy, and Accountability. These elements combine to create a powerful, actionable message. If any one element is missing, the message loses its impact. The key is to always focus on your audience.

WHAT IS EXPECTED OF US?

- What are our goals?
- What do you want us to do?
- Am I being held accountable to results?

ARE WE MOTIVATED BY WHAT WE HEAR?

- What is the tone of the message?
- Have we been recognized for our efforts?
- Does the message have the intended emotional impact?



WHAT IS OUR STRATEGY?

- What is the big picture?
- How does our work connect to the strategy?
- Why is our work important?
- What is happening that influences our work?

IS WHAT I'M HEARING ...

- Consistent with our business objectives?
- Consistent with leaders' actions?
- Consistent over time?
- Consistent with what others are being told?

Content and Context

As you craft your strategic and project communications, consider what your audience wants to know: "What is our strategy? How does our work, whether functional or project-based, connect to business goals?" Your audience is interested in how their day-to-day work supports the overall strategy.

To craft an effective message, consider:

- ▶ Have you described the "big picture" and been clear about the details?
- ▶ Does your audience understand *why* you are communicating this message?
- ▶ Have you clearly explained how this information impacts your audience?

The Building Blocks of Content and Context



Vision and Purpose

- Where are we going?
- What is exciting about it?
- What impact will we have?



Strategic Direction

- Where will we play?
- How will we win?
- What capabilities do we need?



The Why

- What is our reasoning?
- Why have we made these choices?
- What is our data?



The Connection

- How does it relate to the overall enterprise?
- How does it apply to my specific work?

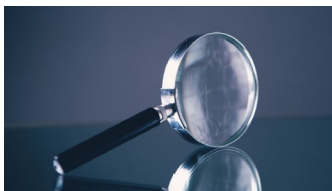
Consistency

As your audience listens to your messages, they consciously and unconsciously seek consistency. They are asking, “Is your communication aligned with our business objectives? Does it support and reinforce them?” They also wonder, “Is the message consistent over time? Is there continuity?” Your audience wants to know if your message is consistent with what you are telling other stakeholders. They ask, “Is what you are telling me the same as what you are telling others?” Additionally, they evaluate whether your message is consistent with reality: “Is it complete? Does it provide details about what is happening?”

To craft an effective message, consider:

- ▶ Will your listeners find this message consistent with your business values and typical operations?
- ▶ Is this communication consistent across the organization in timing and message (if relevant)?
- ▶ Is this communication consistent with your usual approach and format as a leader?
- ▶ If not, have you explained the reasons for the differences?

The Building Blocks of Consistency



Transparency

- Is your account of reality accurate (as perceived by me)?
- Are you delivering the full truth?



Consistency

- Are your actions aligned with your message?
- Are you doing what you said you're going to do?



The Elephant in the Room

- Have you explained obvious changes to:
 - Strategy.
 - Staffing.
 - Projects and priorities.

Empathy and Energy

Here, your audience is looking for recognition. Are you acknowledging their work? If their contributions and efforts are not acceptable, the message should reflect that. If their contributions are exceptional, the message should be positive and exciting for the recipients. Empathy and Energy are all about appropriate tone.

To craft an effective message, consider:

- ▶ Is the tone serious, upbeat, or something else? What was your intention?
- ▶ Does the message include recognition for those who have contributed and/or are impacted?

The Building Blocks of Empathy and Energy



Acknowledgement and Appreciation

- Am I being acknowledged and appreciated for my contributions?
- Do I have the sense that you know how I'm feeling about my work?



Impact

- Did you achieve your intended emotional impact?



Why Should I Feel That Way?

- What's changing?
- What's in it for me?



Inspiration

- What is the vision I am championing?
- What tough questions do I need to address?
- How am I framing opportunity for the future?

Accountability

Your audience wants to know what they are being asked to do. Have you clearly articulated their goals? Do they understand what you want them to achieve? Are you holding them accountable for these goals? How? Have you informed them of their progress toward the goals and KPI targets?

To craft an effective message, consider:

- ▶ Is the message clear about the next actions for you or your team?
- ▶ Does your audience know what is expected of them over the long term?

The Building Blocks of Accountability



What?

- What do you want me to do?
- What do you *not* want me to do?



How Much?

- How will we measure success?
- What are the metrics?
- What qualifies as a successful outcome?



The Impact

- What will be the outcomes or consequences:
 - For the company?
 - For my team?
 - For me?

Stakeholders

Stakeholders are at the core of the model, emphasizing that effective strategic communication starts with your audience, *not* with you as the leader. Instead of focusing on your product and what you want to share, first consider what your team is ready to hear.

To craft an effective message, consider:

- ▶ What information are they looking for?
- ▶ What do they need to hear to be motivated?