

Measuring Employee Communications Globally: Pitfalls and Tips

When assessing communications impact, challenge your “one-company” assumptions and devise measurement that’s meaningful. Communicating in multiple countries is

PITFALL Different local model

A location overseas may have different business units, outsource certain functions,

PITFALL Platforms not connected

Different locations may not use the same technology platform or access shared tools

PITFALL Analysis paralysis

Business realities and local culture make for infinite variables, and differences require

International complexity offers an opportunity to target and pilot communication tactics, draw unique conclusions, and define your own best practice. Selective outsourcing of creative work for example, is a huge opportunity to compare. You could in-source in countries where creative labor is more expensive, and outsource where it’s more

TIP Decide timing locally

Discuss how to deploy global content with local business units, and empower them to

TIP Audit channels

Don’t assume notifications get seen everywhere. Audit your channels and know

TIP Ask countries to track their results

Give your team members in other countries access to measurement tools, show them how to use them and decide together on what



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To learn more about these and other localization practices for global employee communications,