

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 complex but there’s good news: it offers greater opportunity to experiment, target and measure.

PITFALL **Different local model**

A location overseas may have different business units, outsource certain functions, and have a different mix of roles.

PITFALL **Platforms not connected**

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

PITFALL **Analysis paralysis**

Business realities and local culture make for infinite variables, and differences require much more analysis to get meaningful insight.

TIP **Decide timing locally**

Discuss how to deploy global content with local business units, and empower them to time when it rolls out.

TIP **Audit channels**

Don’t assume notifications get seen everywhere. Audit your channels and know precisely what ‘notify all’ really means.

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 should be tracked. Discuss results frequently.

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 affordable. Compare the results, and you have useful data to make your case for greater localization budgets.



**Ray
Walsh**
Communications Consulting

To learn more about these and other
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contact ray@raywalsh.net.