

**Figure 5.1a-\_: Employee Two-Way Leadership Communication Strategy**

Employee/Staff Audiences							Alignment Mapping									
Media Types	<u>Senior Leaders</u>	<u>Management</u>	<u>Operations Staff</u>	<u>Support Staff</u>	<u>Technical Staff</u>	<u>Contract Workers</u>	<u>R</u>	<u>E</u>	<u>O</u>	<u>A</u>	<u>V</u>	<u>P</u>	<u>D</u>	<u>C</u>	<u>S</u>	<u>L</u>
Town Hall Meetings	M	M	M	M	M	Q										
TV																
Email																
Videos																
<u>Staff Meetings</u>																
Video Conf.																
Intranet																
Newsletter																
Email																

Key: R-Results; O-Strategic Objectives; A-Action Plans; V-Values; C-Stakeholder Related; D-Directions; S-Strategic Challenges; P-Performance Expectations Alignment; E-Emergency/Disaster; L-Learning Related; Q = Quarterly, M = Monthly, A = Annually, D = Daily, W = Weekly

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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