



## Elevate Employee Connection with World Class Communications

In a challenging labor market, businesses can't afford to keep their frontline employees in the dark. Businesses thrive when information is shared openly, and employees are armed with the right information. Learn how transparent, two-way communication can impact organizational success. In this masterclass, you'll learn **how to empower your frontline employees by implementing transparent communication strategies**. Discover proven methods for effectively sharing information and fostering a culture of open dialogue.

### Speakers

**Dana Matuson** | Corporate Communications and Social Responsibility Manager, Hudson Group 

**Lindsay Bosley** | Brand Communications Manager, Caribou Coffee 

"By far, recognition is some of our most engaging content. **We started with top-down recognition that eventually led to the creation of a peer-to-peer recognition program exclusively on Beekeeper.** We're using our people to drive the strategy!"

**Dana Matuson**

Corporate Communications  
and Social Responsibility  
Manager,  
Hudson Group



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#1

### Support locations in developing their own strategies

- a) Encourage locations to learn from one another
- b) Offer department or location leads and champions training and resources on how to use a digital communication platform effectively.

“ My communications philosophy can be summed up in four Cs: **consistency, clarity, conciseness, and creativity:**

#### Consistency.

That’s all about keeping a regular rhythm with our content scheduling. Think of it as the heartbeat of our content, keeping the good stuff flowing on a steady cadence.

- There are always ad-hoc posts and breaking news to share but consistency helps ensure no matter when you log on to the platform, you’re going to see new and fresh content.
- Some consistent information we have built into our content calendar includes monthly posts welcoming new hires and quarterly posts announcing referral bonuses.”

#### Conciseness.

Think of it as a Marie Kondo makeover for our posts – we’re decluttering, removing the fluff, and getting straight to the juicy stuff.

#### Clarity.

We’re all about making our content crystal clear. We’re talking 7-8th grade reading level clear – no jargon, no head-scratching, just simple, easy-to-understand words.”

#### Creativity.

We’re all about on-brand graphics that are so visually appealing, you can’t help but stop and stare.

- We work closely with our creative team to make sure our Beekeeper content looks as great as our social media or website.
- Furthermore, we use branded templates that are like magic wands for content creation. We share these with admins outside of the brand team, for example our New Store Openings account, so they can add their unique voice to our content mix while still properly representing our brand.”

Lindsay Bosley | Brand Communications Manager, Caribou Coffee

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### # 2 **Create engaging content that gets everyone involved and connected: From the CEO to location by location GMs and frontline workers - make the content fun and deliver in clear channels**

High engagement content can come from the CEO posts, polls, contests, and recognition.

### # 3 **Leverage your communications strategy to drive operational efficiency**

a) Improving operational efficiency can be done through content posts, access to files via a digital document library, and leveraging other digital employee operations tools like campaigns, forms, and tasks in order to help frontline workers better serve guests/customers, upsell, manage inventory, and organize staffing.

b) Examples can be promotional materials, planograms and how-to guides, internal contests, new product education, scenario training documents or videos, etc.