

# Personas for Internal Comms – Know Your Audiences

Internal Communication is one of the most powerful business tools. It can help create a coherent, galvanised organisation that pulls together to deliver results.

But very often, the people that make up your organisation are treated as one personality – with one sets of attitudes, demands and needs. Clearly that can't be the case, the make-up of your people is more complex than that.

Instead of:	We'll help you understand:
<ul style="list-style-type: none"> <li>Assuming that everyone has the same interests</li> <li>Assuming that all information is equally important</li> <li>Creating blanket messages</li> </ul>	<ul style="list-style-type: none"> <li>What the different priorities are among your people</li> <li>The common demographics and other traits among those different priorities</li> <li>How to create messages that speak to everyone in your business</li> </ul>

We will either work with the information that you have already – with engagement surveys being a potentially rich source of data – or create our own listening to help understand these personas. Or we can work with a mix of the two.

We can play back the attitudes of your people, and give you:



Every employer will be different in terms of the complexity of the make-up of their people, how easy it is to tap into their thinking, and how much existing listening there is that draw on.

As example prices, for an audit of existing listening, the costs would be:

Organisation Size	Approximate Cost
250 people	From £750
1000 people	From £1,000
5000 people	From £1,500

