

Internal Communication

Goodera Strategy Workshops

Workshop Objective

- With a human-centered design lens, evaluate how volunteer opportunities are currently being communicated within the organization and identify gaps in awareness, reach, and engagement.
- Co-create a practical internal communication framework to drive visibility, build excitement, and enable consistent, year-round participation across teams, locations, and employee segments.

1 Pre-Workshop

(2–3 days before the workshop)

Pre-read contents:

- Objectives, agenda, and expected outcomes
- Overview of the design thinking approach
- Access to Miro Board with a quick-use guide
- Best practices for driving participation through internal campaigns, storytelling, and leadership messaging
- Case studies of companies that increased participation through effective communication strategies

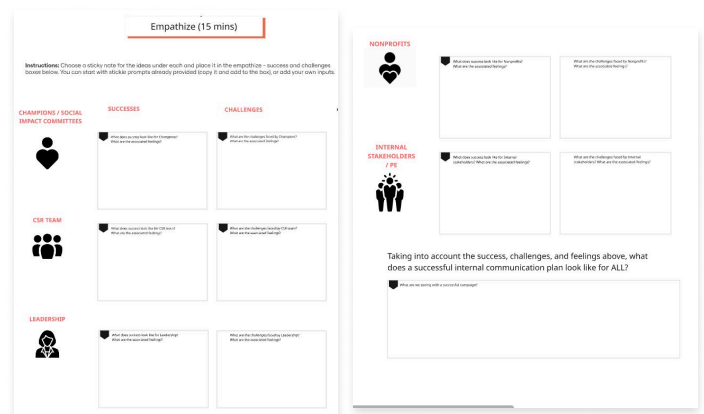


2 During Workshop

(90-minute workshop)

A Understanding the current state (Empathize)

- Current communication channels used to promote volunteering (email, intranet, collaboration tools, manager cascades, ERGs, etc.)
- Effectiveness of existing communication efforts across the employee journey (awareness, sign-up, participation, post-event engagement)
- Motivations, pain points, and success definitions across key stakeholders

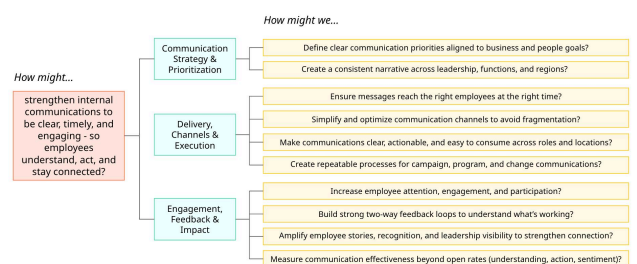


B Problem Statements (Define)

Synthesize inputs to articulate a clear, shared problem statement, such as:

- "How might we define clear communication priorities aligned to business and people goals?"
- "How might we make communications clear, actionable, and easy to consume across roles and locations?"
- "How might we amplify employee stories, recognition, and leadership visibility to strengthen connection?"

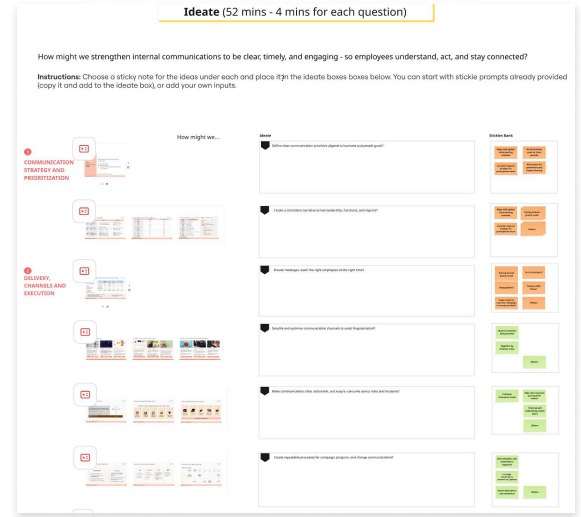
Problem statement definition



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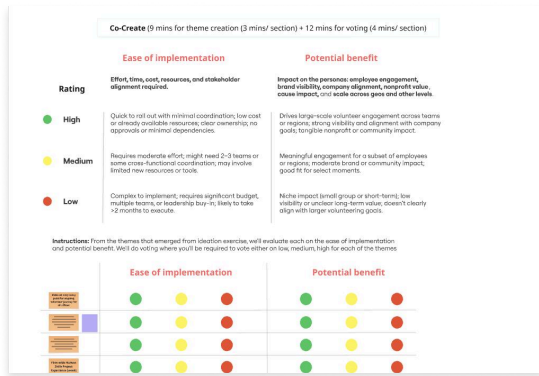
Collaborative ideation across the three stages planning a volunteer campaign (Ideate):

- **Communication Strategy and Prioritization:** Communication priorities, creating a consistent narrative
- **Delivery Channels and Execution:** Communication reach, channels, sharing across roles and locations, processes
- **Engagement Feedback and Impact:** Increase employee attention and engagement, feedback loops, amplify stories and leadership visibility, measure effectiveness



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Ideas will then be prioritized based on feasibility and impact (Co-create):



Key Takeaways

- Shared clarity on current communication gaps, and definitions of success
- Aligned principles for simple, timely, and employee-centric internal communication
- Clear priorities for key communication moments, channels, and ownership across teams

3 Post-Workshop

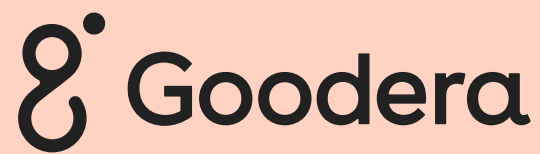
(7-10 days after the workshop)

Goodera will consolidate workshop inputs into a detailed Internal Communication Plan, including:

- Internal communication objective & success metrics
- Stage-wise ideation highlights:
 - Strategy and Prioritization
 - Delivery channels and execution (reach, channels, sharing across stakeholders)
 - Engagement feedback and impact (employee engagement, feedback loops, stories and leadership visibility, effectiveness)
- Prioritization Matrix
Co-created ideas mapped by feasibility and impact, structured for sprint-based execution
- Execution Roadmap
Next steps for the Internal Communication Plan and an implementation timeline

Foundational document for alignment, leadership buy-in, and internal communication planning.





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