

# Talent Communications Strategy Starter Guide

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Use this document to get started on developing the basic structure for your Talent Communications Strategy. Here you'll be able to lay the foundation for how you want to go about communicating with various audiences.

## **Step 1: Identify Your Audiences**

Who do you regularly communicate with? Who are your key stakeholders who will benefit from your communications strategy?

## **Step 2: List Your Brand Values**

What are your corporate brand or internal values?

## **Step 3: Translate Your Brand Values Into Communication Values**

For each of the brand values listed above, translate them into communication values. In other words, how will these values influence your communication standards?

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## Step 4: Identify Your Voice and Tone for Talent Communications

What is the overall feeling that you want your communications to have? Is there a different type of tone and voice for each type of communication? For example, recruiting communications may sales-oriented in nature, while policy communications might be more formal and informative.

## Step 5: List Your Your Mediums and Their Purpose

What mediums do you regularly use and how will you decide which one is appropriate? For example, when will you use email and when will a video need to be created?

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