

Worksheet

Line Manager Comms – Practical Ways To Simplify Your Approach

This guide will help you think through ways to simplify line manager communication. This will help you create clear, actionable comms that managers can easily understand and share with their teams.

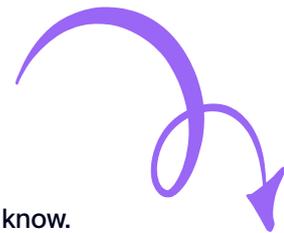


Before you start

- ✓ Review the full corporate message you're asking managers to cascade.
- ✓ Identify the core message and required actions of the audience.
- ✓ Consider your audiences' needs and time constraints.
- ✓ Think about potential questions or concerns.

Key message (2-3 sentences)

Write your main point here. Focus on what frontline workers absolutely need to know.



Tips

Keep it clear and concise, use plain language that is easy to understand immediately, and start with the most important information.

Why it matters (2-3 bullet points)

Think about your message from the perspective of your frontline colleagues. Why should they care? Write out a few bullet points the manager can use to explain this.

- ✓ *E.g. Impact on the team.*
- ✓ *E.g. Connection to business goals.*
- ✓ *E.g. Relevance to daily work.*



Action required

Think about what frontline employees need to DO with this information. What actions do you want them to take, and how, and by when? *(If they don't need to do anything then ask yourself: do they really need this information?)*

- ✓ *Write down the action required, e.g. sign up for a flu shot or go home early on Friday.*
- ✓ *Outline how workers should do this, e.g. complete a form or attend a Town Hall.*
- ✓ *Give a deadline or timeline.*



Supporting resources

Give your manager some extra resources to help them cascade this message. Do you have an FAQ document, briefing doc, or an intranet or Employee Experience Platform page that will help them?

- ✓ Link to relevant documents
- ✓ Contact information for questions
- ✓ Additional resources you feel are useful