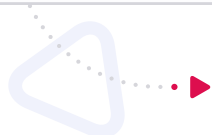


Service Type	Service Parameters	Process Overview	Communication Examples
<p>Full Support</p>	<p>Internal Communications (IC) supports the development of communications tactics, message(s) development and delivery through the appropriate internal comms channels.</p>	<ul style="list-style-type: none"> • Kick off meetings to discuss objectives, key messages and audience • Agree on timeline and distribution list (DL) • Get leadership approval • Advance notification to leadership (if needed) • Distribution via agreed channel and timeline 	<ul style="list-style-type: none"> • High-level messages impacting all employees or messaging to significant populations (e.g., leadership, people managers) • Organizational change (integrations, workforce optimization, office closing, new processes impacting large group, etc.) • Rollout of new HR programs • Open enrollment (OE)
<p>IC Counsel & Distro Support</p>	<p>IC provides counsel to HR on planning and development of communication(s), HR drafts and either HR or IC delivers through email system.</p>	<ul style="list-style-type: none"> • IC and HR meet to review HR's plan/messaging • HR sends IC draft communication to review (preferably three business days before planned distribution) • HR sends advance notification to leadership (if needed) • HR sends out email through appropriate DLs • HR gives IC advance notification on message delivery so IC can ensure message doesn't compete with other planned communications 	<ul style="list-style-type: none"> • Benefits vendor messages outside of OE • Employee programs and incentives
<p>Minimal Support</p>	<p>IC provides email template to support communications, HR drafts and delivers message through email system.</p>	<ul style="list-style-type: none"> • HR develops, manages approval and sends • HR formats with corporate template to specific audiences • HR gives IC advance notification of plans for message delivery so IC can ensure message doesn't compete with other planned corporate communications 	<ul style="list-style-type: none"> • Local HR activities such as employee council meetings • Local flu shot clinics • HRBP messages



Any questions? Send me an email at karine@cerkl.com