



# EMPLOYEE COMMUNICATION TEMPLATE



COMMUNICATION PLAN				
AUDIENCE	MESSAGE	MEDIUM	FREQUENCY	RESPONSIBILITY
Most Senior Staff	Plans to restructure workforce	Current official medium of communication	Once - As soon as plans are decided	Business Owner
Staff Members	Reduction of staff salary	Current official medium of communication	Once – As soon as business owner determines affected staff.	Business Owner
Staff Members	Layoff for some roles	Current official medium of communication	Once – Have a one-on -one conversation with them sing the script below and send the layoff letter	Business Owner
Staff Members	Redistribution of workload	Current official medium of communication	Twice – First time in general message to everyone, when you have done the redistribution. Second time to specific staff that need more clarity about their new workload	Business Owner
Most Senior Staff	How operations will be managed	Current official medium of communication	Weekly – If you are currently able to work from home Twice – before resumption and on first day of work.	Business Owner
All Staff Members	Resumption to work guidelines	Current official medium of communication	Twice – Before resumption so that all are aware of the safety rules they should adhere to. On first day of work to ensure they still recall initial communication and the organization's position.	Business Owner

## SAMPLE CONVERSATION GUIDE 1: SALARY REDUCTION

**Important Point:** Script your conversation never start a conversation like this free style. Watch your facial expressions and your body language, you should come across as being empathetic but do not lose focus of your goal.

**You can say this:** Dear all, how are we all doing? How have we been coping? – allow for responses. After response share how you too have been coping. Then say: I am concerned about the way the current lockdown has affected our business. Over the past 4 weeks we have had to close our operations and have not sold anything. The business cannot afford to continue to pay all staff full salary. Does anyone have any ideas on what we can do as a business so we can earn money? – Allow for responses. If there are suggestions discuss them to see if there is a possibility of such ideas working and generating money. If there are no suggestions, continue the conversation by saying - we have carefully considered the situation and decided that rather than lay off any staff, all staff will hence forth have a salary reduction of x % till the current situation improves. As we see improvement, we shall have a review. We recognize that this is not an easy time for everyone, and as such feel very deeply for everyone. Do recognize that this is a temporary measure we are adopting in other to keep business afloat. Does anyone have comments or questions?

### Now Craft Your Own Version

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## SAMPLE CONVERSATION GUIDE 2: LAY OFF STAFF

**Important Point:** Script your conversation never start a conversation like this free style. Watch your facial expressions and your body language, you should come across as being empathetic but do not lose focus of your goal.

You can say this: Dear all, how are we all doing? How have we been coping? – allow for responses. After response share how you too have been coping. Then say: I am concerned about the way the current lockdown has affected our business. Over the past 4 weeks we have had to close our operations and have not sold anything. The business cannot afford to continue to keep all staff. Does anyone have any ideas on what we can do as a business so we can earn money and keep all staff? – Allow for responses. If there are suggestions discuss them to see if there is a possibility of such ideas working and generating money immediately. If there are no suggestions, continue the conversation by saying - we have carefully considered the situation and have come to a very tough and hard decision. We would sadly have to reduce the number of staff we have. We will lay off X number of staff and will communicate with them directly. As we see improvement, we shall have a review of this current decision. We recognize that this is not an easy time for everyone, and as such feel very deeply for everyone. Do recognize that this is a temporary measure we are adopting in order to keep business afloat. Does anyone have comments or questions?

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