Strategic Internal Communications checklist for HR projects

Your quick guide to making sure every initiative lands, engages and drives action.

1. Define the purpose
☐ Be clear on the "why" before the "what"
☐ Link the project to business goals (e.g. retention, productivity, culture)
☐ Identify the risks of doing nothing

2. Know your audiences
☐ Identify key groups: Senior leaders, managers, employees, other stakeholders
☐ Understand what each group cares about most
☐ Anticipate potential objections or concerns

3. Craft the core message
☐ Explain what's changing, when, and why it matters
☐ Use plain, relatable language, avoid jargon
☐ Include benefits for them, not just the organisation

4. Choose the right channels
☐ Select the best channel for each audience (e.g. Slack, email, intranet, town hall)
☐ Use a mix of formats, text, video, visuals, for better reach
☐ Plan for repetition: people need to hear messages multiple times

5. Sequence your comms
☐ Map a rollout timeline: pre-launch, launch, post-launch updates
☐ Schedule reminders and reinforcement messages
☐ Plan touchpoints for feedback and engagement

6. Involve Leadership and Managers
☐ Provide leaders with talking points or scripts
☐ Equip managers with FAQs and ready-to-share resources
☐ Make leadership visible as champions of the change

7. Measure and adapt
☐ Track engagement: opens, clicks, attendance, logins, feedback
☐ Gather qualitative feedback from managers and employees
☐ Adapt comms based on what's landing (and what's not)

✅ **Pro Tip: Use strategic internal comms tools like Thesmia.ai to get audience-specific messaging, sequenced plans, and ready-made templates so you can focus on leading change, not chasing comms.**

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