



PRIORITIZE YOUR PEOPLE

How Communications Unlock
Loyalty, Productivity & Success

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Hi, it's nice to meet you.



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“Employee engagement has been a steady metric without sharp ups and downs since Gallup began tracking it in 2000 – with the exception of 2020.”


Source: “U.S. Employee Engagement Reverts Back to Pre-COVID-19 Levels,” By Jim Harter, 10/16/20, Gallup.com

WE HAVE EXPERIENCED

A global pandemic

A national racial reckoning

A political season unlike any other

A photograph showing two people sitting on a light-colored sofa. The person on the left is wearing a white sweater and is typing on a black laptop. The person on the right is wearing a black top and has their hands clasped together. The text is overlaid in the center of the image.

Employees are people, who need communication to feel considered and connected to their work.

EMPLOYEE ENGAGEMENT PAYS DIVIDENDS



14% more
productivity



41% better
quality



66% more
employee wellbeing



18% less
employee turnover



23% more
profitability



10% more
customer loyalty





COMMUNICATE WITH PURPOSE



OUR MISSION & CREED

"BUILDING QUALITY FOR OUR CUSTOMERS"

It is our purpose to build a company that will endure for our friends and associates, that will command the respect of our peers and that will quicken the pride of succeeding generations. Integrity coupled with an unwavering commitment to excellence will be the basis upon which to establish the standard of a company for all time, to go forth unfettered by the past and to building a company that is nearly ideal for its purpose as painstaking investigation and careful thought require.

OUR GOAL

To be recognized by our customers as the #1 residential company in the markets we serve

TO ACCOMPLISH OUR GOAL

- Have the best people in the industry
- Be a learning organization
- Create a work environment that exceeds expectations
- Have timely relevant information
- Continuously reinvent competitive advantages
- Maintain "best practices" standards throughout the company
- Have the best risk adjusted financial returns in our industry

OUR PRINCIPLES

- The customer comes first
- Integrity
- Respect for people
- Team approach
- Management by fact
- Continuous improvement

THE OWNERS' VALUES

- Be faithful & obedient to God
- Be respectful to & help develop all people
- Be committed to excellence
- Be committed to service
- Be a person of character
- Grow profitably

Built on a culture of transparency and integrity.

WHY INTERNAL COMMS?



- To educate your employees
- To buy in to your business plan
- To play a personal role in the company's success



JPI'S INTERNAL AUDIENCES



- Corporate office
- Western office
- Field teams
- Unify them, but also differentiate and tailor messaging



JPI'S TOOL KIT



- Blue Diamond Internal Announcements
- JPI News Flash
- Town Halls
- State of the Union
- Employee Survey & Action Response Teams



WHY DOES IT WORK?



- Complete transparency in business goals
- Timely and regular communication
- Tangible, shared successes
- Constantly pursuing and using feedback





PUT IT INTO ACTION

WHO LEADS INTERNAL COMMS?



- Communications & Public Relations
- Human Resources
- Executive Leadership
- Ideally, all three together





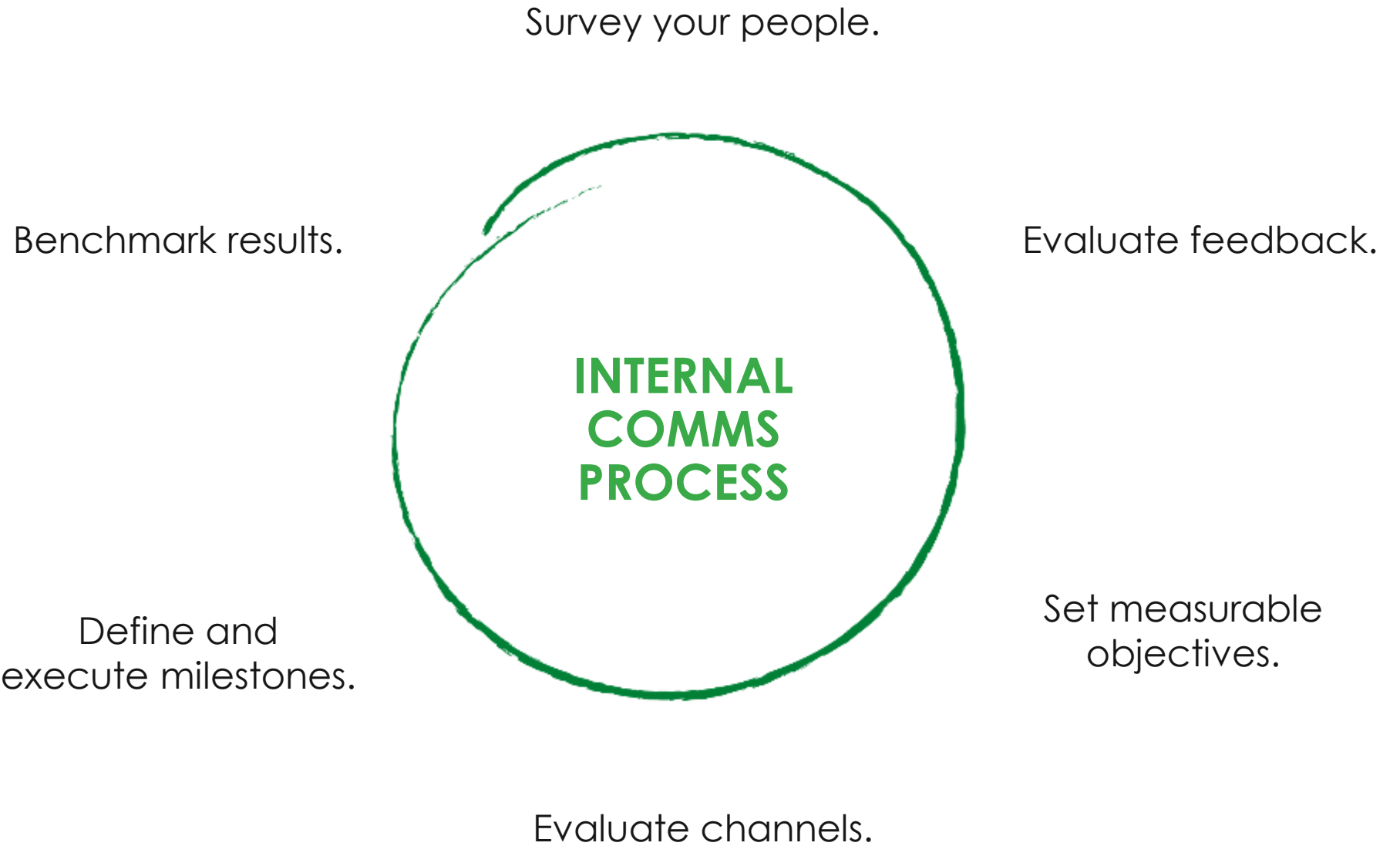
**Effective communication
starts at the top.**

WHAT TOOLS DO YOU NEED?

- Language & Representation
 - Use inclusive and collaborative language
 - Collaborate on DEI
 - Use representative images
- Culture Pulse
 - Understand your people
 - Create communications to address issues head-on
- Inventory of Platforms
 - Choose channels that fit your company
 - Don't try to do it all!
- Measurement
 - Give your people vehicles for feedback
 - Be ready to hear their side
 - Commit to action and collaboration



WORK YOUR PLAN



THREE THINGS TO DO TODAY



1. Take inventory of the internal communications process for your organization
2. Measure your communications' effectiveness based on employees' information retention and response
3. Evaluate if you need to add, edit or eliminate channels based on their effectiveness



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1406 px

Want more? Let's talk.



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THANK
YOU

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101px
82 px
92 px
6px

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