

Improving Workforce Communications and Engagement

Capstone Team A: Missouri Leadership Academy III

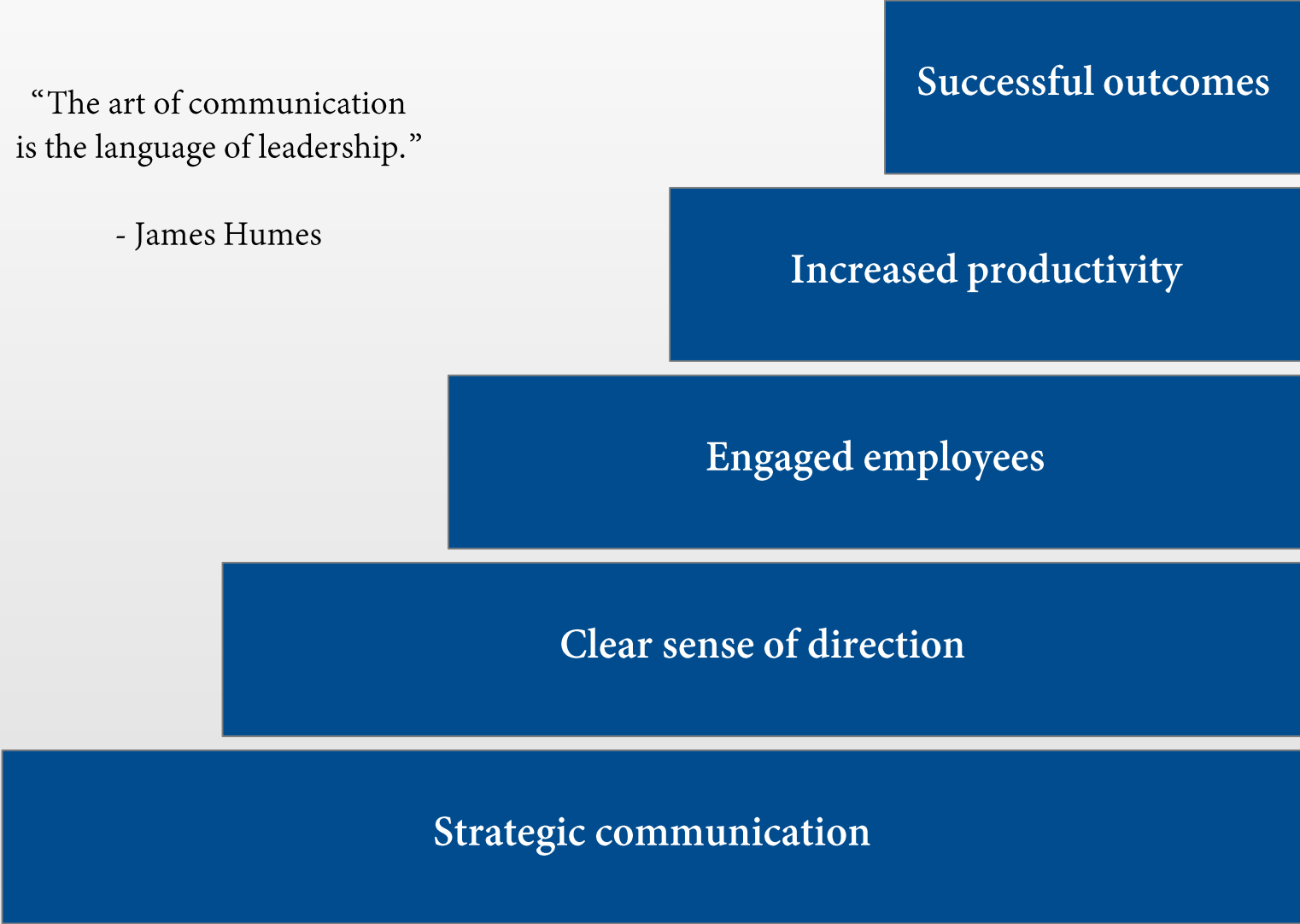
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Strategic communication is critical to successful outcomes.

“The art of communication is the language of leadership.”

- James Humes

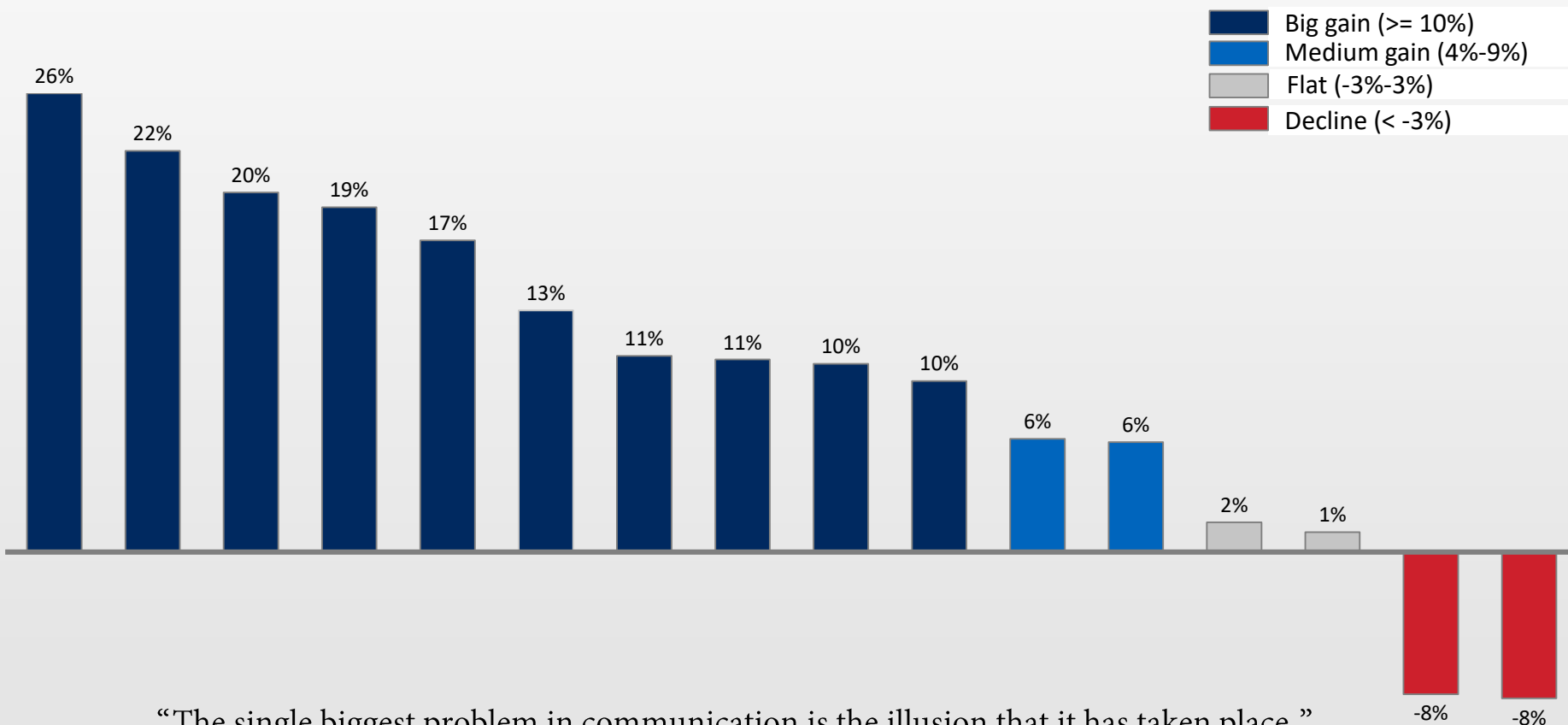


Sources: *Driving Performance and Retention Through Employee* by Corporate Leadership Council; *The social economy: Unlocking value and productivity through social technologies*, McKinsey Global Institute; Business2Community



Direction outcomes (December 2019 QPS)

Total % change in how team members understand where their organization is heading, how they plan to get there, and how they fit in, August 2017 to December 2019



“The single biggest problem in communication is the illusion that it has taken place.”
 - George Bernard Shaw



There is no shortcut in communication!

Mindsets

Standard Process

Skills

Role Model



Departments can begin increasing understanding and engagement today.

Review Vision/Mission Statements
Themed Engage
Town Hall

Message House Template
Social Media Messaging
Update Job Descriptions/Posting
Consistent Messaging
Meet with Promoted Supervisors
and Managers

Required Training
Identify Key Staff

Record an Engage
Informal Conversations



Mismanagement of communication costs the state over \$129M/year.

\$129,000,000+

