



VOX GLOBAL

Employee Engagement & Public Affairs Communications

Public Affairs Council

March 18, 2025

The Moment We Are In



Cultural
Divide



Economic
Uncertainty



Motivated
Activists



Consumer
Backlash



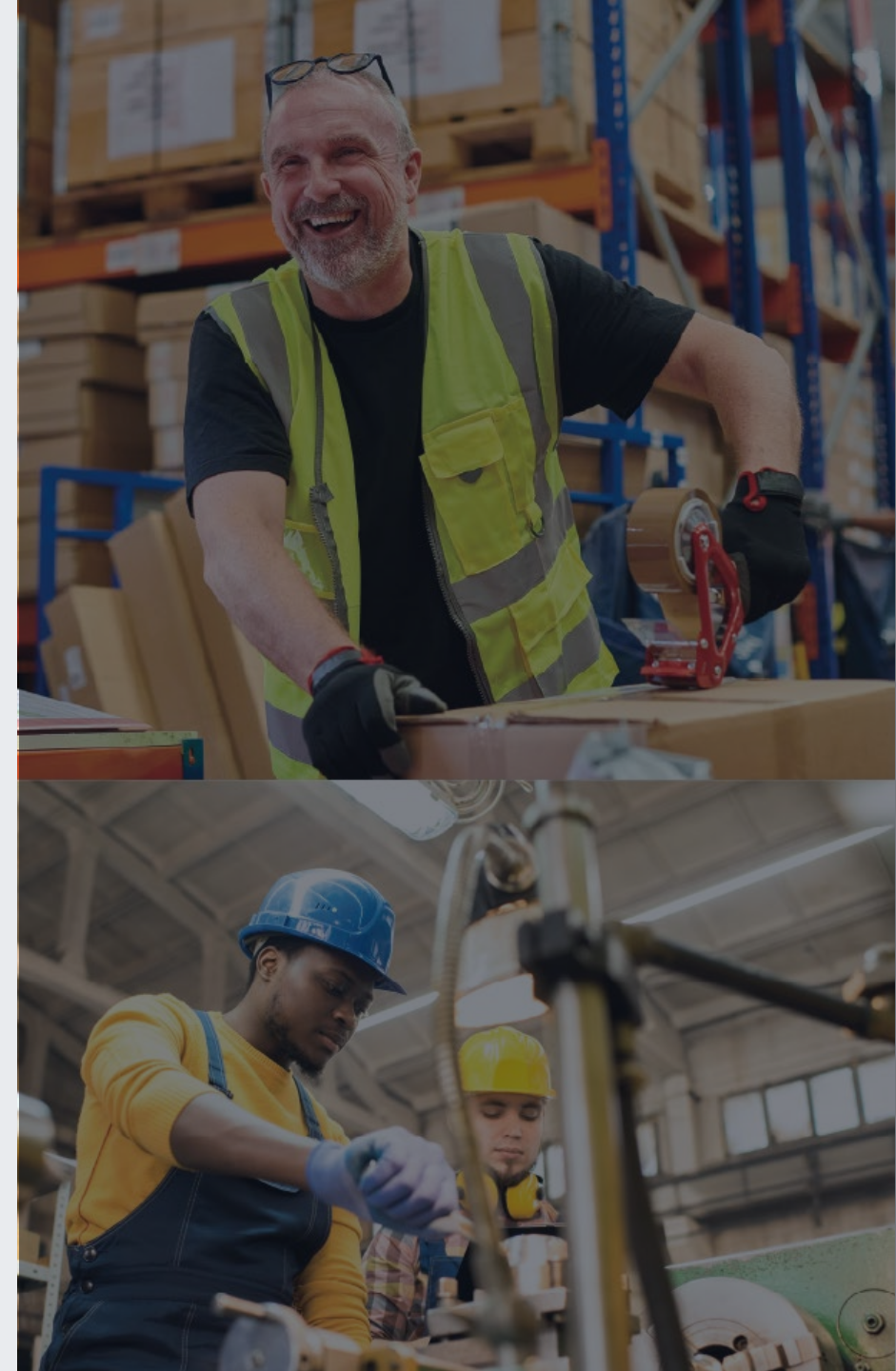
Political
Amplification

Employee Engagement

"Employee engagement is the art and science of engaging people in authentic and recognized connections to strategy, roles, performance, organization, community, relationship, customers, development, energy, and happiness to leverage, sustain, and transform work into results."

- David Zinger, engagement specialist

Key elements needed for effective Employee Engagement are **transparency** and **trust**





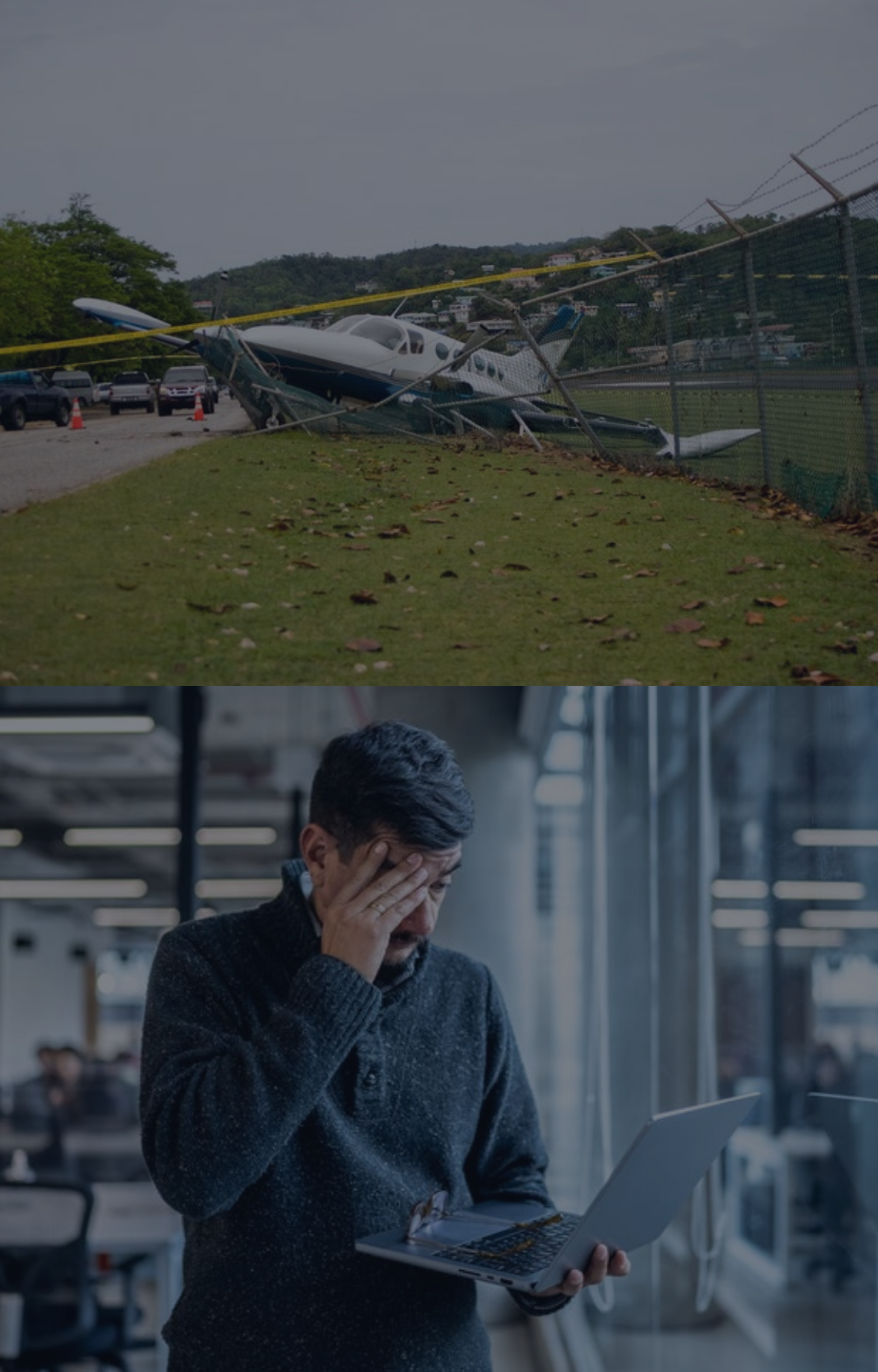
Public Affairs

Issues occurring outside of an organization, such as legislative, regulatory or societal issues, that could have an impact on an organization's operations, reputation, workforce and community

Public Affairs can include known issues such as regulatory challenges as well as unknown issues that develop rapidly

Public Affairs Impacts





Public Affairs Issues & Organization Implications



Direct Impact

The issue directly affects the business operations, employees' roles, or the industry



Corporate Values

The issue is seen through a company's values and mission lens and addressing it (or not) can impact how the company is perceived



Legal Requirements

There are legal or regulatory changes that employees need to be aware of



Employee Concerns

Employees express concerns or questions about the issue, indicating a need for clarity and reassurance



Crisis Situations

During crises or significant events that could affect employee morale or the company's reputation

Internal Issues Management

Issue Types

Business

Economic policy or market impact that is projected to have an impact – positive or negative – on the company's performance

- Economic/Tax/Trade Policy
- Safety Regulation
- Privacy Regulations

Societal

Social issue having a broad impact across society including the workplace

- Evolution of DEI
- Environmental Policy
- Labor Organizing

Issues Management Goals

1. Sustain company operations or mission implementation; keep the team focused on the work
2. Reinforce the organizations values and protect its reputation
3. Communicate a commitment to **transparency** This builds a bond that reinforces **credibility** and **trust** between the organization's leadership and the employees



What, Who and When to Communicate

What determines the message?

The issue directly affects the business operations, reputation, employees' roles, or the industry overall

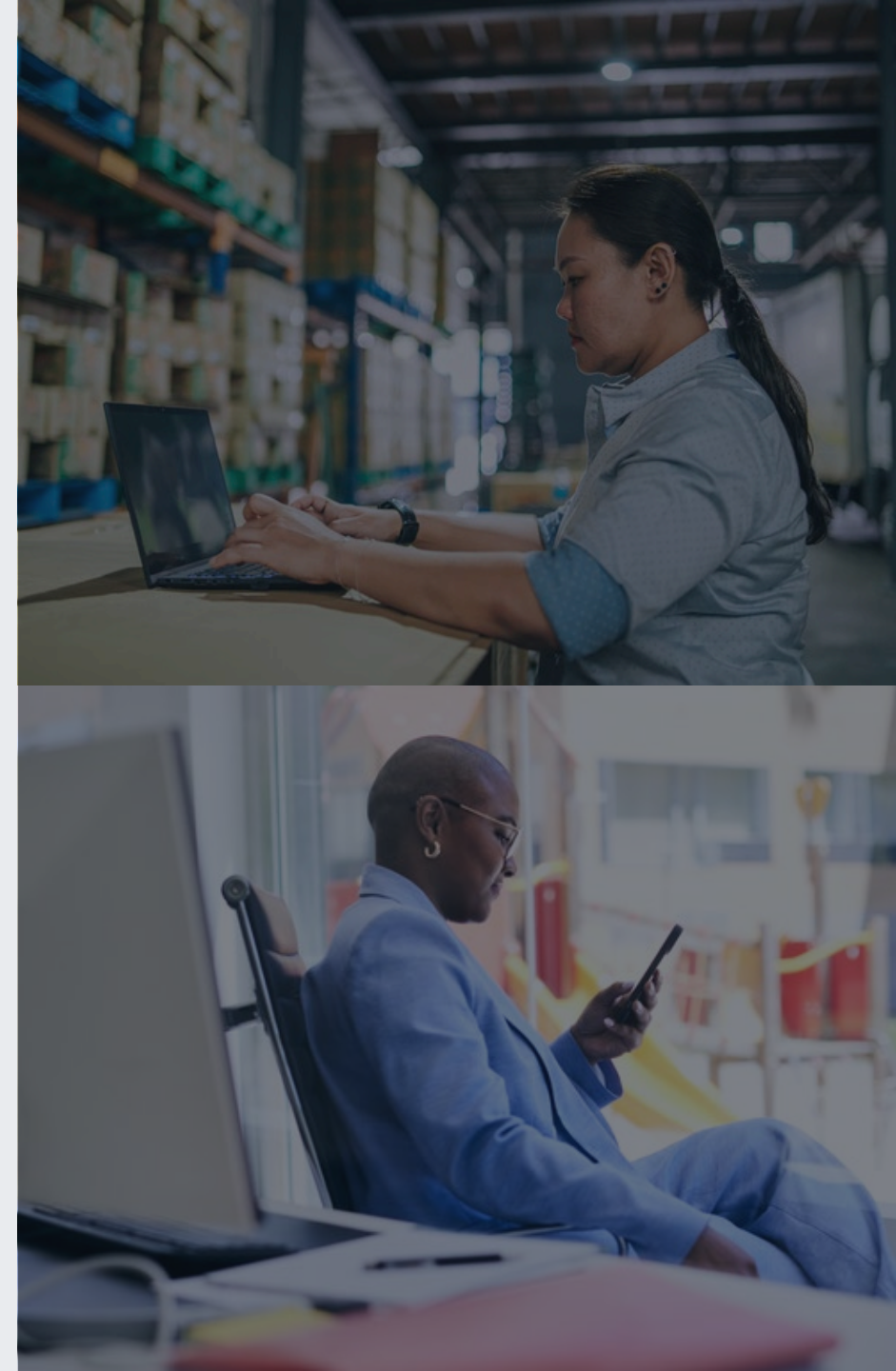
Who should be the primary voice for this issue?

Factors include the issue, audience demographics, type of business or mission, relevance to the workplace or personally with the employee

When is the best time to communicate about this issue?

This criteria includes a number of factors such as the specificity of the issue, relevance to the organization, projected response by employees, legal ramifications, etc.

Best Practice for Timing: work to communicate with your team internally *before* they hear about an issue externally





How to Communicate Public Affairs Issues

Standard Channels

- **Internal Channels**
 - Intranet
 - Email
 - Text
 - Employee App
 - Operating Terminals (manufacturing)
 - Manager Team Meetings
 - Employee Resource Groups
- **Social Media**
 - Facebook Groups or public pages
 - Twitter/X.com
- **Signage**
 - Break room, water cooler, main doors
- **Key Employee Influencers**

Business Resource Groups

Business Resource Groups remain a valuable way to communicate with credibility across an organization about critical issues

- Network of trusted leaders
- Credible communicators
- Issue experts about specific topics & communities

These groups are still available in the current regulatory environment for public and private organizations as long as they are open to all employees

Business Resource Groups and Effective Engagement

The goals of BRGs are to drive effective and constructive dialogue, build understanding and provide opportunity aligned with the business or mission.

This is especially important with public affairs issues.

Rules of Engagement

1. Establish Clear Objectives & Guidelines
2. Create a Safe, Inclusive Space
3. Use Credible Information & Expert Insights
4. Engage Leadership & Foster Two-Way Communication
5. Leverage Multiple Communication Channels
6. Drive Constructive Action & Advocacy



Measure for Understanding & Impact



Pulse Surveys



Employee Engagement Surveys



Culture/DEI Surveys



Focus Groups



Productivity Levels/
Performance Metrics



Manager Updates



Employee Influencer Check Ins



Regular Active Listening



Thank You!



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