

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](https://thesmia.ai) to get audience-specific messaging, sequenced plans, and ready-made templates so you can focus on leading change, not chasing comms.

