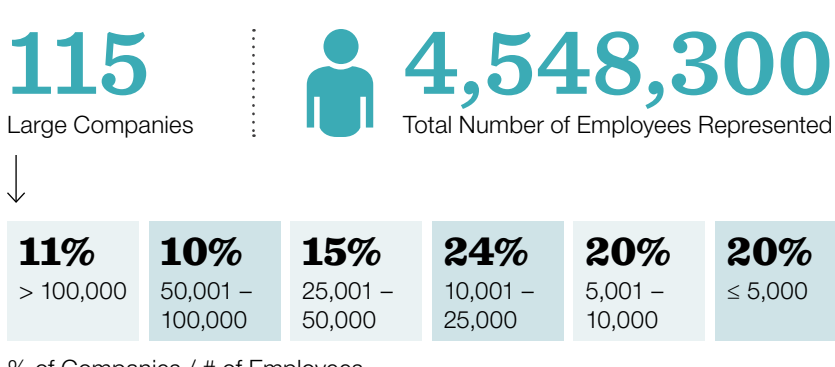


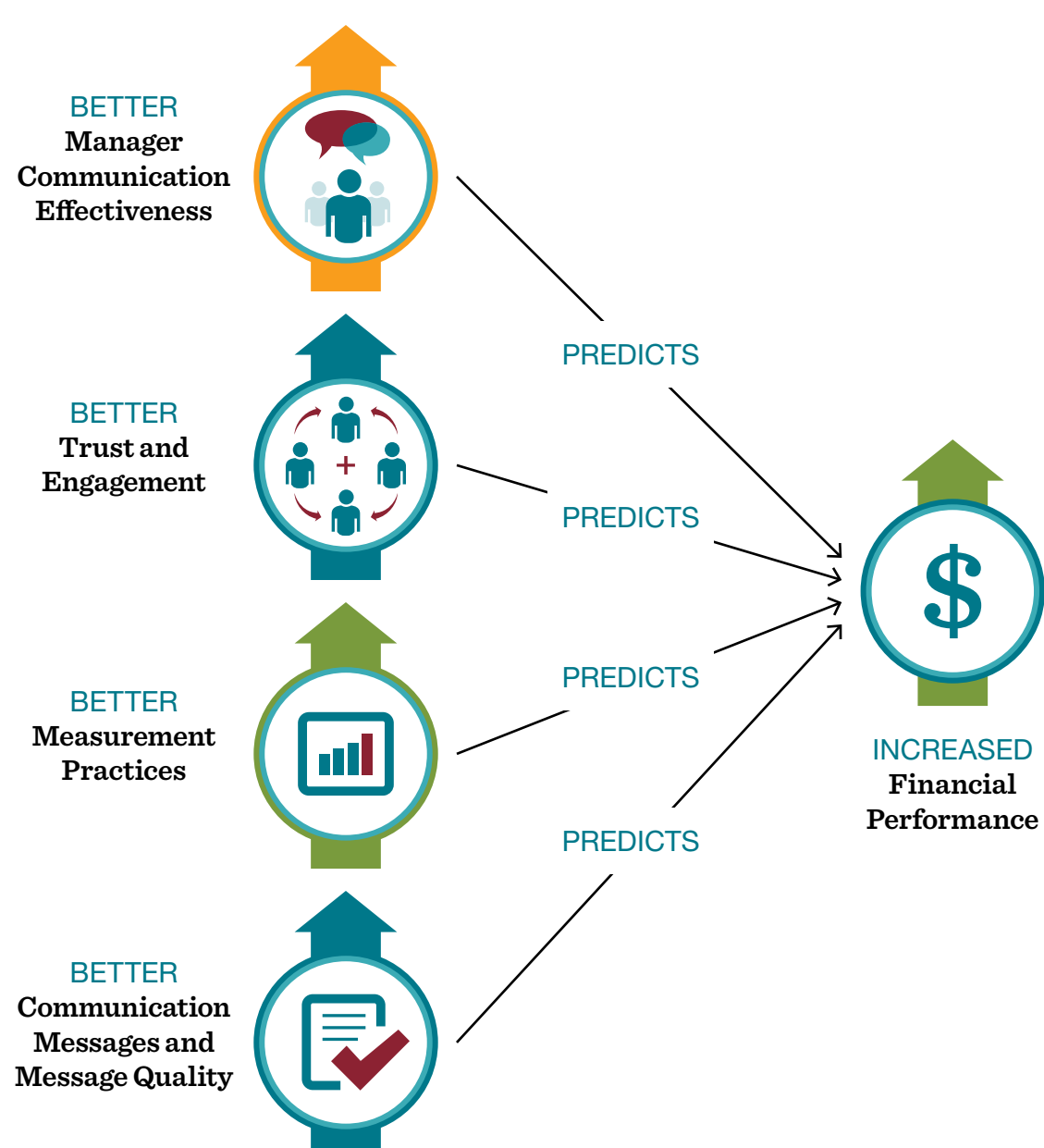
Measuring the Impact of Employee Communication

The ROI Communication Benchmark surveys the scope and effectiveness of employee communication at the world's leading companies, quantifies its impact on financial performance and identifies trends.

Participants



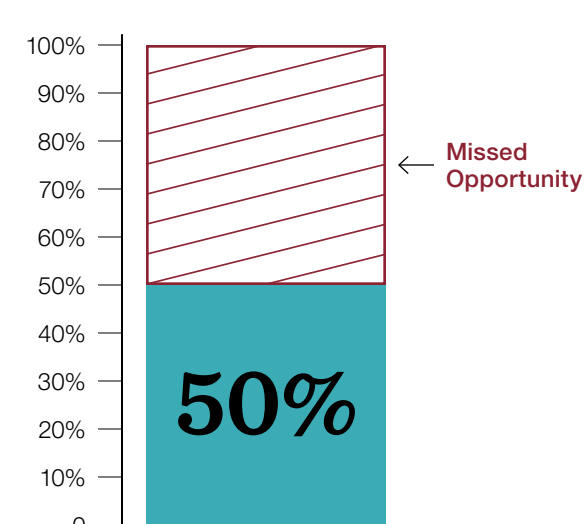
The 2017 ROI Benchmark reveals the most powerful communication factors that predict increased financial performance



Financial performance includes the following measures: net income, revenue, total return to investors, and diluted earnings per share.

Biggest Opportunity: Improve Manager Communication

Only 50% of participants gave favorable scores to manager communication effectiveness, overall.



Scores for **managers as credible sources** of information went down from 81% in 2015 to 68% in 2017.

13 Points

Only 27%

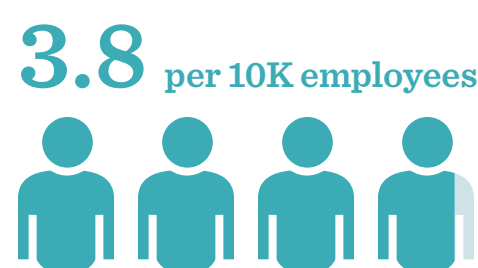
of participants provide managers with communication training.

Employee Communication Professionals Make a Difference

There is a positive relationship between the number of employee communication professionals and increased:

- > **Revenue**
- > **Trust & Engagement scores**
- > **Overall Benchmark survey scores**

Participants have, on average, 3.8 full-time employee communication professionals for every 10,000 employees.

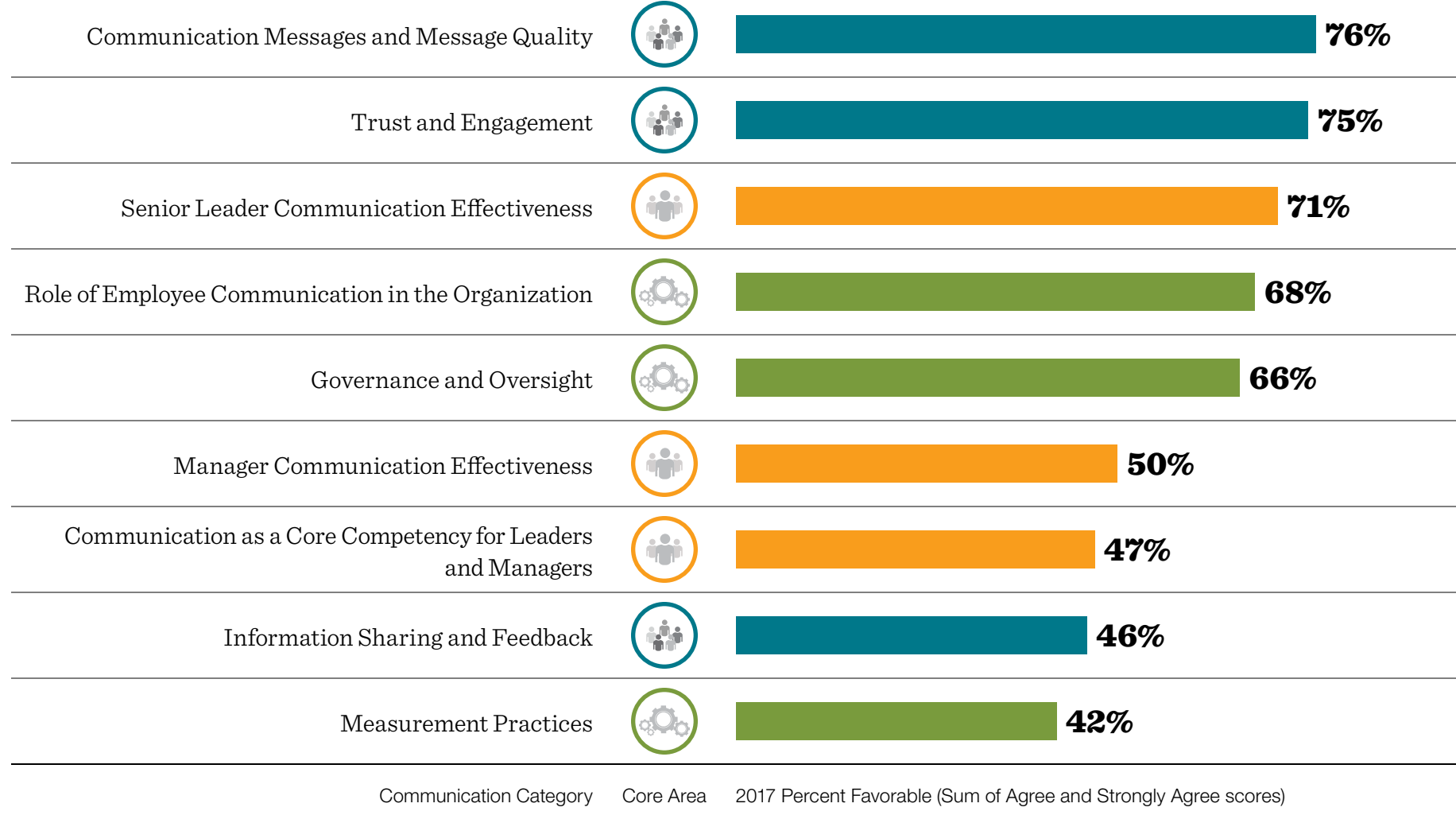


The ROI Communication Model™ Defines Excellence

The ROI Communication Model is a strategic planning and management framework that helps organizations improve their employee communication function. It identifies three core areas and nine categories critical to effective employee communication and is the foundation for the ROI Benchmark survey.

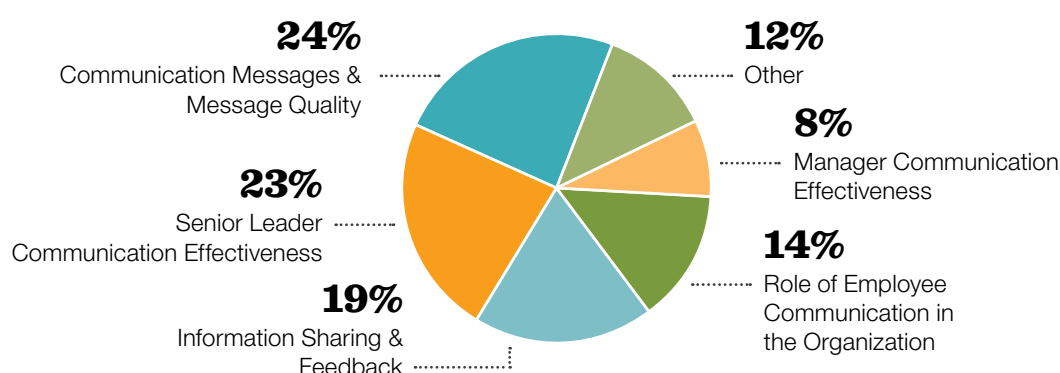
Message Quality Scores High

Benchmark companies' favorable scores vary widely among the nine categories critical for effective communication.



Impacting Trust & Engagement

Five communication categories have a notable positive impact on Trust & Engagement. The percentage in the chart shows the relative importance of each category in predicting an environment of increased trust and engagement.



Focus for this Year

Participants said they'd give the most attention and funding to these initiatives in coming year.

- 20%** Employee engagement/experience/culture
- 13%** Communicating the company strategy
- 12%** Measurement
- 11%** Executive and leader communication
- 11%** Employer brand
- 10%** Merger and acquisition
- 8%** Change communication
- 7%** Manager communication

ROI Recommendations

Based on the ROI Benchmark data and our experience, ROI Communication makes the following recommendations.

- 1** Develop and implement a manager communication strategy.
- 2** Create a measurement strategy that supports your goals.
- 3** Make your content count—be relevant, engaging and visual.

For complete findings and recommendations, please see the 2017 ROI Communication Benchmark Report.