

Video Transcript: Trust and Communication

Sharon Podstupka: I'm Sharon Podstupka. I am the vice president of communication at Pearl Meyer & Partners. What employees want to know is that there are fair processes in place between their efforts and what they're being paid. That sounds like pay-for-performance to me, and we know how to talk about that, but we can be doing a much better job.

Here's what committees really need to do. One, make sure that management teams are spending enough time planning for communication strategy. Two, asking what the communication strategy is, the fundamentals, who are we talking with, what are we saying, who are the messages coming from, and when are we delivering them? Then lastly, challenging everyone on those tactics just as they would with plan design. Is it the right approach? Will this make sense to people? When you do those things and you have a plan in place, what we know is that transparency leads to engagement, it leads to trust, and it leads to motivation.

