

Creating an Engaged Workforce by Communicating Effectively With Employees

Champion: Barbara Wainman

Team Members:

Tom Brocher, SWA, Menlo Park, CA

Sarah Gerould, Ecosystems, Reston, VA

Veronica Johnson, HC, Reston, VA

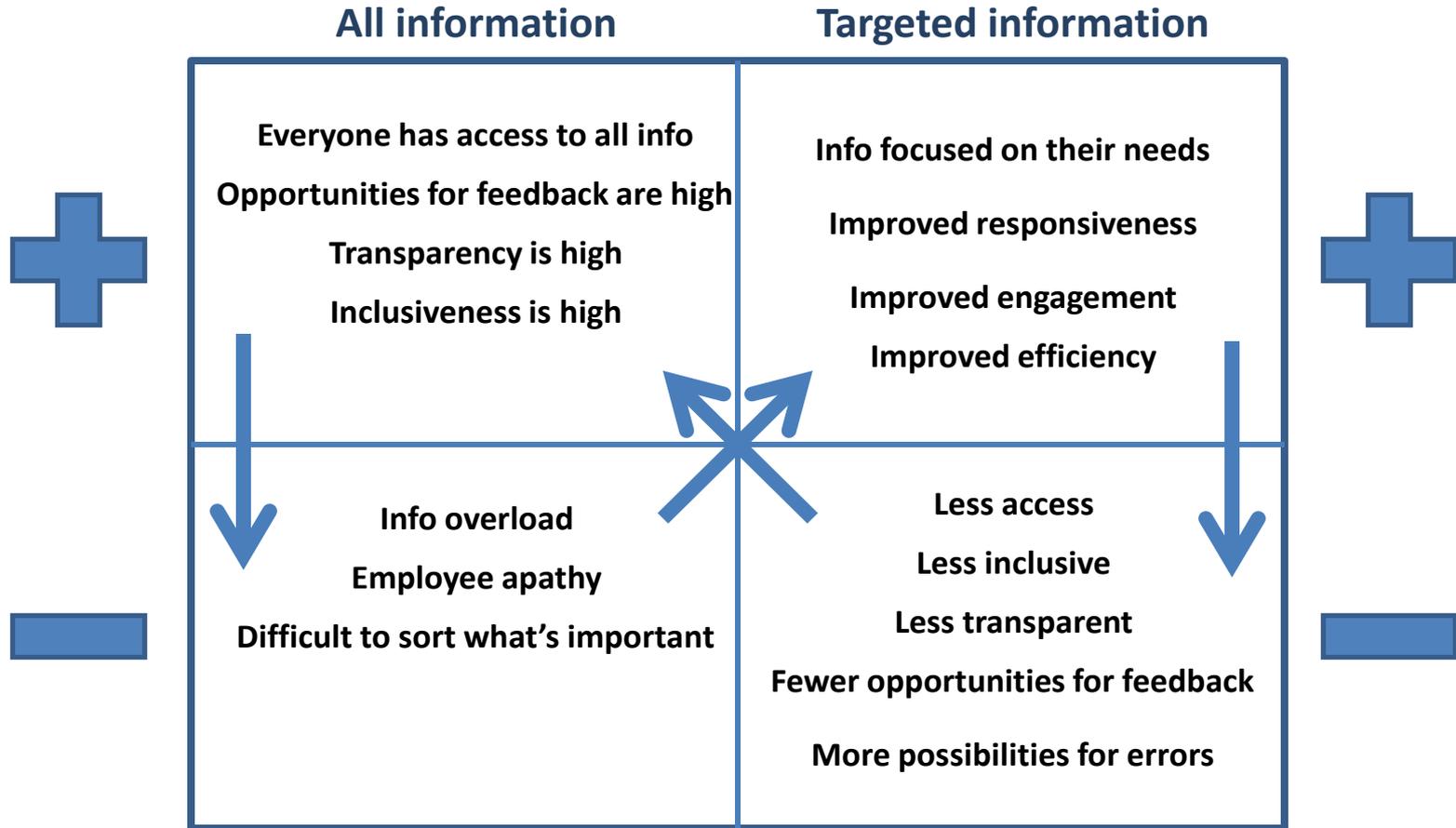
Kurt Newman, MWA, Ann Arbor, MI

Greg Steyer, SCA, Baton Rouge, LA

**BRINGING THE MESSAGE TO USGS EMPLOYEES
FEEDBACK TO CUSTOMIZE THE COMMUNICATION EXPERIENCE**

Polarity Map

Polarity Statement: How much information is too much information



Customization

RATIONALE

FRAMING THE DIVERSITY MODEL

ACTIONS

GIVE THEM A *VOICE* AND A *CHOICE*

Rationale

- **THE USGS IS DIVERSE AND DIVERSE GROUPS REQUIRE DIVERSE COMMUNICATION STRATEGIES**
- **POOR COMMUNICATION STRATEGIES HURT MORALE AND POLARIZE WORK FORCE AND LEADERSHIP**
- **CUSTOMIZATION WILL IMPROVE ENGAGEMENT AND MORALE**
- **TECHNOLOGIES EVOLVE QUICKLY AND USGS MUST BE RESPONSIVE**
- **FEEDBACK HELPS ENSURE THAT TOOLS REMAIN RELEVANT IN THE FUTURE AND MORALE STAYS HIGH**