

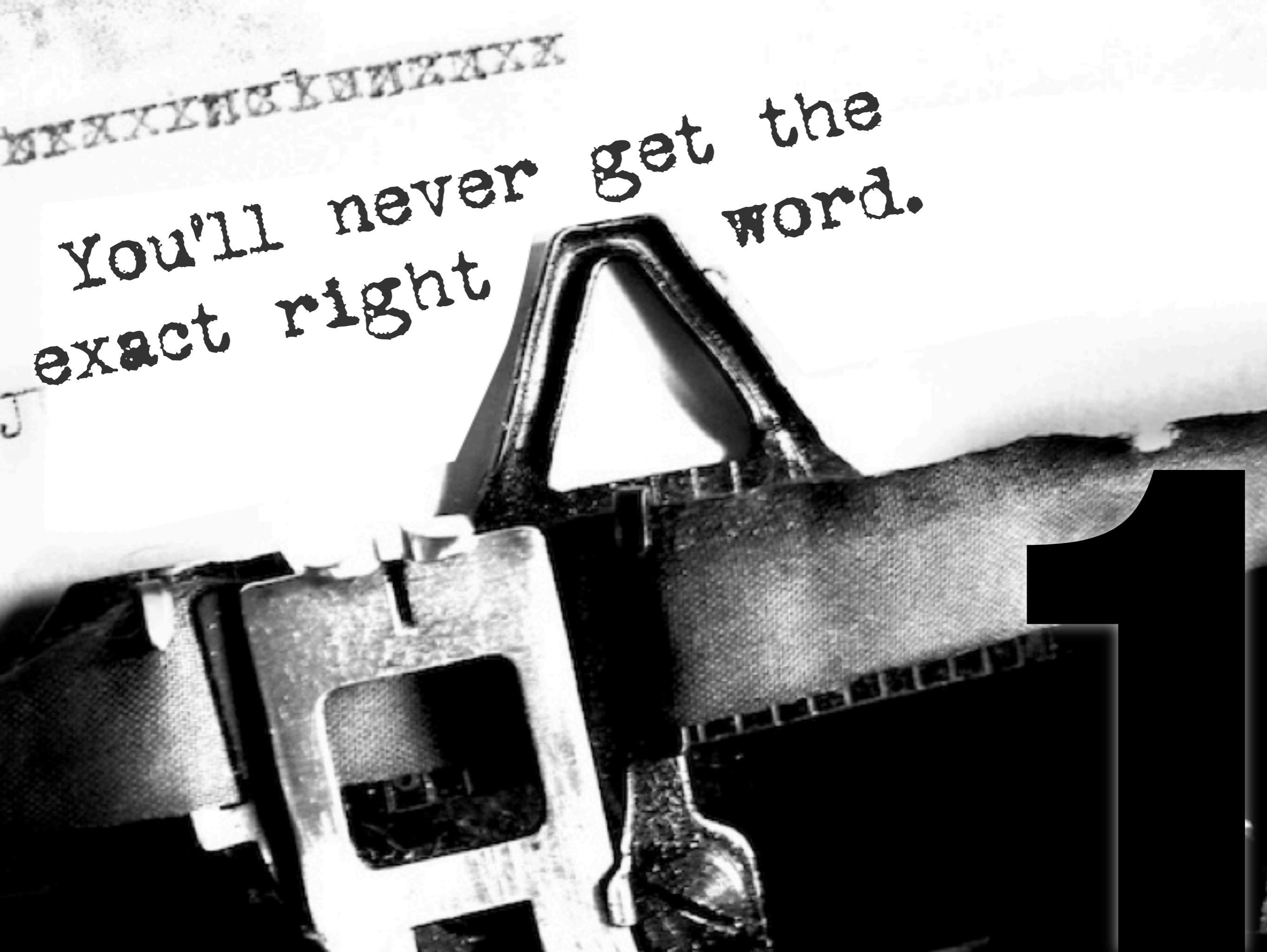
The Naked Truth About Great HR Communication

By Frank Roche
at **KnowHR.com**



I've been doing HR communication for about 150 years. I've seen my share of good communication and more than enough bad communication to say I don't want to see any more junk. I wrote down this list. It's blunt. It's the naked truth.

Frank Roche



you'll never get the
exact right word.

The exact right word
doesn't matter.



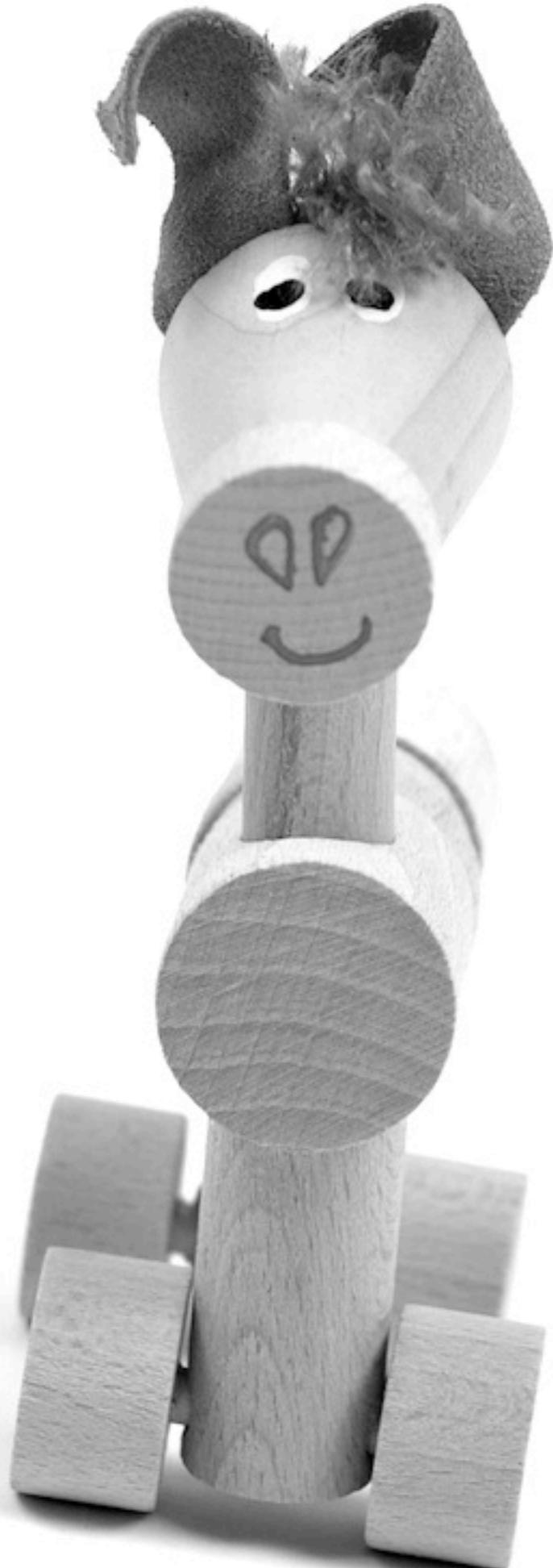
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Communication integrates
words and design.

Without a good design,
your communication gets
pitched in the trash.





You
can
lead
a horse
to water,
but you can't
make it **think**.



Throwing in the
kitchen sink
makes a mess.



If you write like people talk,
they'll get it.



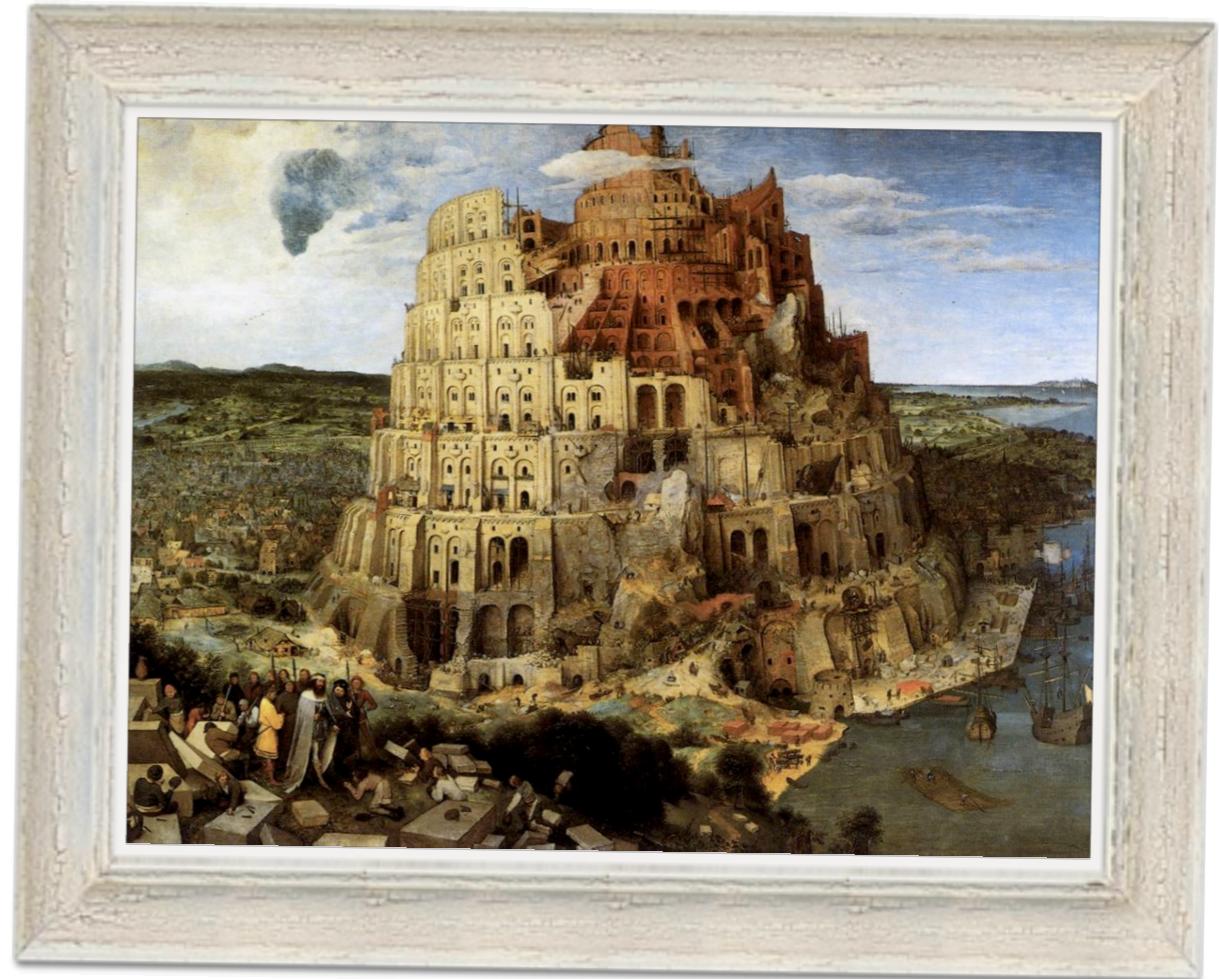


If you write like
you're in high
school English
class, you'll fail.

If you're not a good
writer, acknowledge
it and put down that
red pen.



10



Heard of the Tower of Babel?
It had more than one editor.



11

One edit is good.
Two is bad.
Any more is
a disaster.

12

*Leaving some raw edges
in communication makes it real.*

Stock photography of impossibly happy and diverse employees is a joke.

13



Believe it or not, people go to school to study communication.

You didn't.



1

4

15



What you learned
laying out your 8th
Grade newspaper
doesn't count.

Just because you know
the words “Sans Serif”
doesn’t qualify you as a
typeface expert.



16

**EMPLOYEES
NEED
STORIES TO
REMEMBER**

1

7





Employees roll their eyes
at corporate speak.

18



EXIT



19

If you write in
corporate speak, you
should be looking for
another line of work.

20

There's no such thing
as a small change in
graphic design.





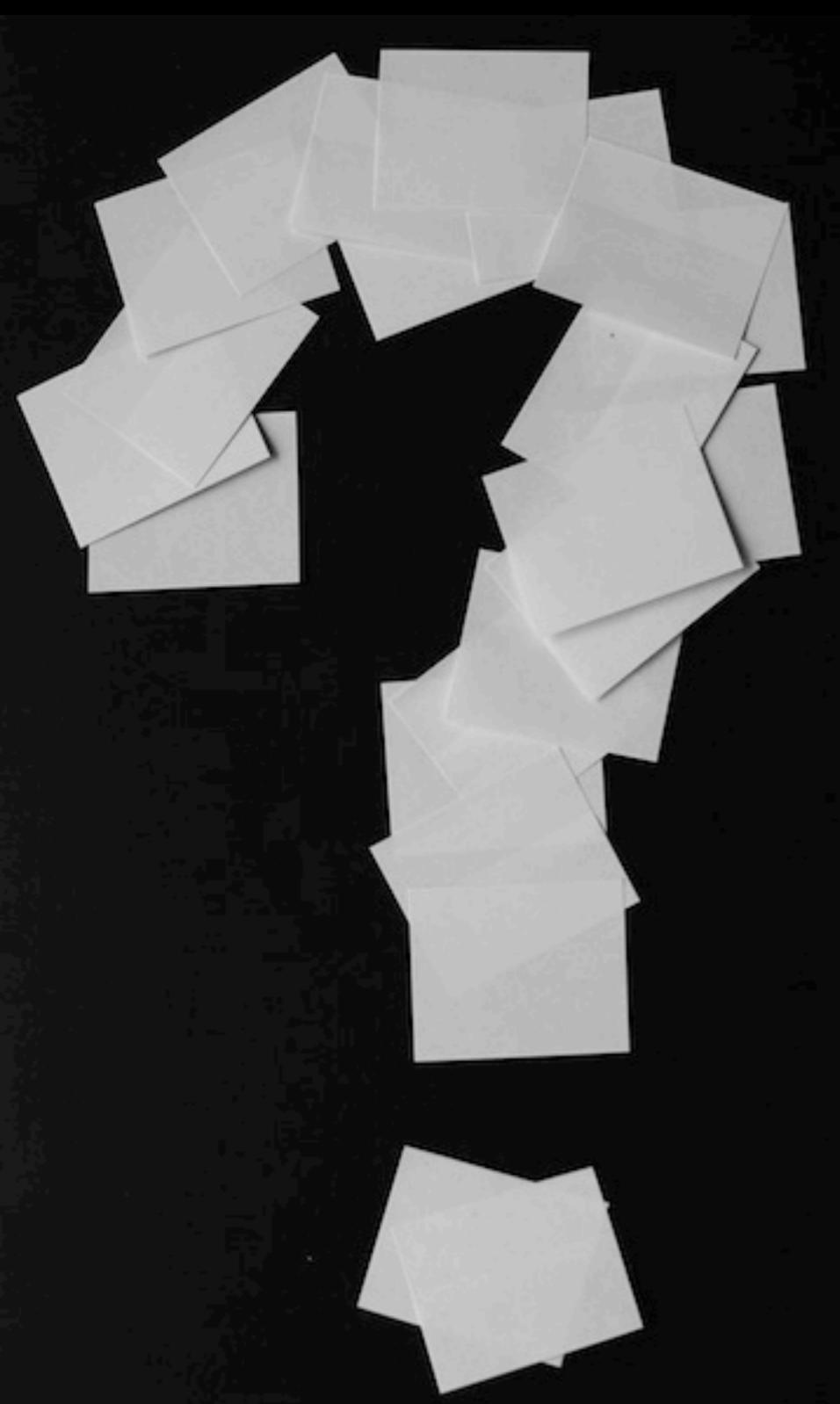
**Great communicators
spend a ton of time on
design elements that
you'll never know about.**

22



If designers didn't
spend that time, you'd notice.

Effective editors question
every single one of
their edits – just
like great writers.



23

24

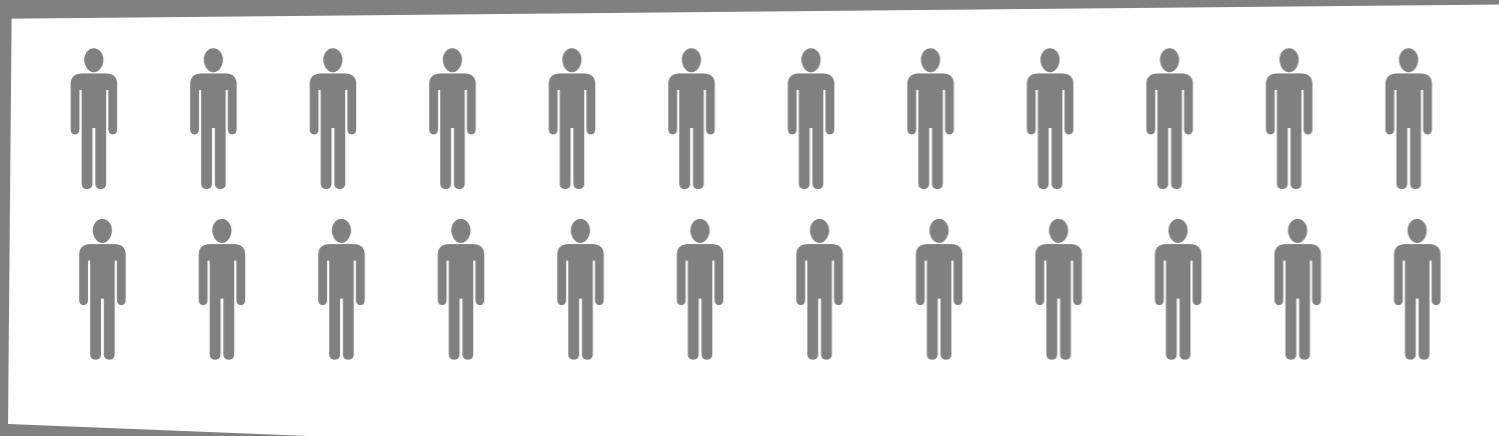
There are lots of different
ways to say things.



If you don't close your eyes and
think about who you're
communicating with, it won't work.

26

You're not communicating
to your bosses, you're
communicating to
employees.



27

There's nothing wrong
with repeating yourself.
In fact, you should.

There's nothing wrong
with repeating yourself.
In fact, you should.

27

There's no synonym for
synonym.



About the time you're getting tired
of what you're creating is when
most people hear it the first time.

29



30 Employees still like
printed materials.



You have to get to
visual, auditory |
and kinesthetic
learners.

Otherwise, you've
done one-third of
your job.

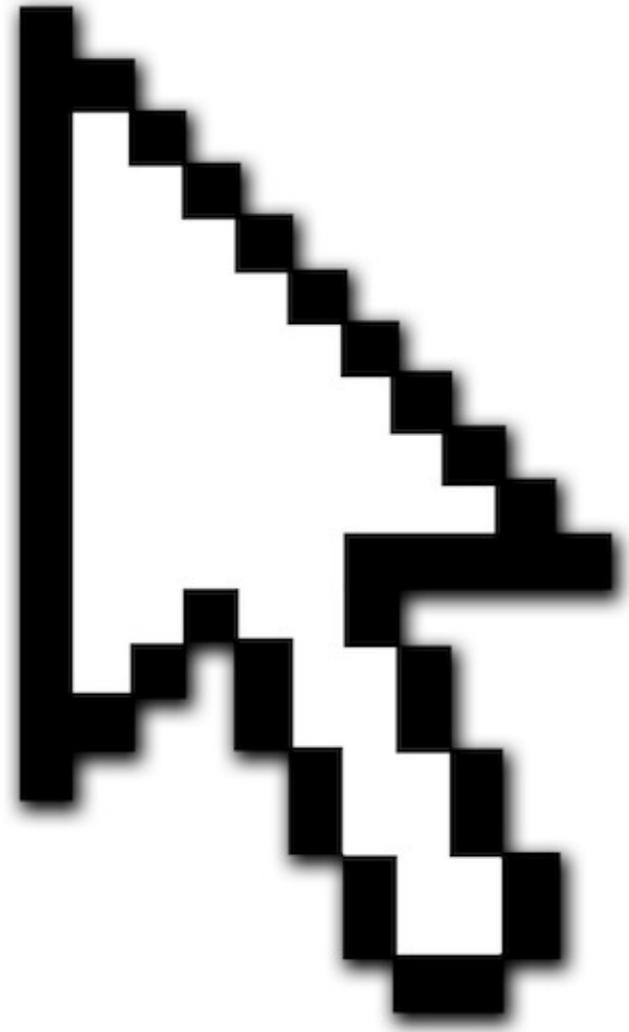
People hate surprise
more than change.

32



33

You wonder why people don't look at your online stuff? It's because you don't know a UX specialist.



34

Just like you do
with your leased
car, keep your pixel
miles to a minimum.



**Communication experts
want to help you.**

Let them.



About the author:

Frank's career has had a few twists and turns. He started out as a polymer physicist. Worked as a director of Total Quality. And he's spent a long time in HR communications. All of that was preparation for when Sarah and he cooked up the idea for [iFractal](#) over a hot chocolate at a book store six years ago.

Prior to interrupting the pattern at iFractal, Frank led Mercer's Human Capital Practice in the Netherlands and was the Communications Leader for Continental Europe. Prior to that, he worked at Hewitt Associates, where we was a member of The Ownership Network and the Client Training and Learning Network. Frank has a B.A. in communications and an M.A. in journalism and mass communications from the University of South Carolina. He also has a degree in chemistry.



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