

### Employee Benefits Communication

P.O. Box 308  
Hermosa Beach, CA 90254

(T) 310.376.6200  
(F) 310.376.6204  
(E): [info@EmployeeBenefitsCommunication.com](mailto:info@EmployeeBenefitsCommunication.com)  
(W) <http://www.EmployeeBenefitsCommunication.com>

To help in the employee communication process and to determine the image you want, review the following list and mark the words that best describe the image you want to project. Many of the adjectives are similar, however, they are meant to lead you to a more complete assessment of the image you want to project.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> responsible   | <input type="checkbox"/> innovative      | <input type="checkbox"/> institutional      |
| <input type="checkbox"/> practical     | <input type="checkbox"/> structured      | <input type="checkbox"/> dynamic            |
| <input type="checkbox"/> technical     | <input type="checkbox"/> individualistic | <input type="checkbox"/> multi-disciplinary |
| <input type="checkbox"/> tolerant      | <input type="checkbox"/> frugal          | <input type="checkbox"/> official           |
| <input type="checkbox"/> organized     | <input type="checkbox"/> assertive       | <input type="checkbox"/> polished           |
| <input type="checkbox"/> friendly      | <input type="checkbox"/> industrious     | <input type="checkbox"/> creative           |
| <input type="checkbox"/> independent   | <input type="checkbox"/> informal        | <input type="checkbox"/> exclusive          |
| <input type="checkbox"/> established   | <input type="checkbox"/> aggressive      | <input type="checkbox"/> rational           |
| <input type="checkbox"/> efficient     | <input type="checkbox"/> secure          | <input type="checkbox"/> classical          |
| <input type="checkbox"/> inventive     | <input type="checkbox"/> contemporary    | <input type="checkbox"/> unique             |
| <input type="checkbox"/> conservative  | <input type="checkbox"/> serious         | <input type="checkbox"/> hi-tech            |
| <input type="checkbox"/> personal      | <input type="checkbox"/> logical         | <input type="checkbox"/> ethical            |
| <input type="checkbox"/> understanding | <input type="checkbox"/> traditional     | <input type="checkbox"/> paternalistic      |

### Observations

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**Image Connection**

This exercise compares the image you are currently projecting to the image you want to project to your targeted audience.

Using the key words from the previous page, or others that you think are most appropriate, describe where you want to be.

**This is Where You Are**

**This is Where You Want to Be**

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**How does your current image and the image you want to project match up?**

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**Observations**

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**Tone**

You can send the same message several different ways. The tone of the communication plays an important role in how your audience receives the message and signals.

This exercise will help us focus on the general tone that your communication should have. Below are paired lists of words with opposite meanings. From each pair, choose the word from Group 1 or Group 2 that most appropriately describes the tone you want for your communication project. If other words seem more appropriate, note them in the “Observations” section below.

**Group 1**

- high-quality
- progressive
- informal
- low-key
- light
- modern
- conservative
- unstructured
- detailed
- dynamic
- entertaining
- promotional

**Group 2**

- cost-effective
- traditional
- formal
- attention-getting
- serious
- traditional
- liberal
- institutional
- concise
- static
- straightforward
- informational

**Observations**

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**Design**

The look of your communications is key to the signals sent to your employees. Choose a graphic approach that will most appropriately communicate your culture.

- Photography
- Cartoon illustration
- Technical illustration
- Typographic treatment
- Other

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Are certain colors or graphic design treatments required by organizational standards? Is there a graphics standards manual to follow?

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**Observations**

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