





Region



Value  
View  
View



---

1 World Economic Forum (2020). [The Future of Jobs Report](#)



Engage  
ment

is

to  
drive

performance

its

engagement

engagement  
drives  
performance

2Btw

engagement

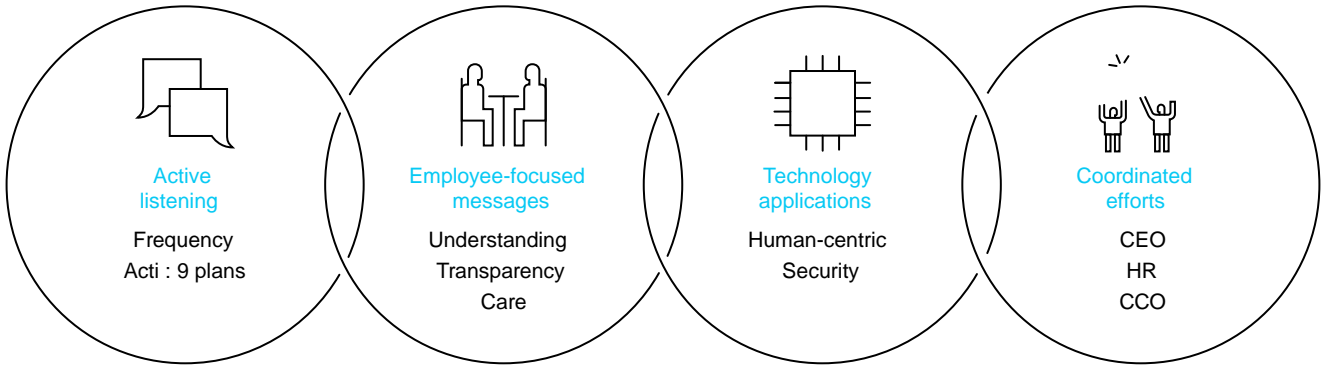
engagement

engagement

Eng 2

Ownership

**Exhibit 3: Four imperatives of employee communication**



## Demonstrate an understanding of

with

the

mission

with

the

the

the

the

the

the

the

## Communicate with transparency

the

the

3

4

5

5

6

3 The World Economic Forum (2020). *The Future of Jobs Report*.

4 Mercer (2020). *ORFOD 7DOHQW 7UHQQV*

5 Edelman (2021). *Trust Barometer*.

6 Marsh & McLennan Advantage (2020). *ESG as a Workforce Strategy*.

### Place care for employees at the center of communications

Engage  
Identify  
Monitor  
Assess

Review  
Report  
Respond

7

Verify  
Investigate  
Prevent

Navigation

Home

Home

Home

Navigation

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

Home

---

9 World Economic Forum (2020). [The Future of Jobs Report](#).

10 Mercer (2020). [Global Talent Trends](#).

CEO, HR  
VP

VP  
VP  
VP  
VP

VP  
VP  
VP

VP  
VP



RESEARCH PARTICIPANTS

Wee Kim Wee School of Communication and Information, Nanyang Technological University

Frédéric

Ha

Edelman and Edelman Data & Intelligence (Dxi)

Ma

Marsh & McLennan Companies