



# **Connect Employees to Business and Strategy**

**Campaign Design Questionnaire**

**“Empowering Employees to Drive Business Impact”**

## OVERVIEW

COMPANY NAME:	
NAME OF CAMPAIGN:	Connect engineers to business and strategy
CAMPAIGN LEADER:	
ROLE:	

## CAMPAIGN OBJECTIVES AND GOALS

What are the primary objectives of this campaign?

Are there specific company goals or strategies this campaign should align with?

## TARGET AUDIENCE

Who is the primary audience for this campaign (e.g., department, role types)?

Approximate number of participants:

Any specific characteristics or preferences of the target audience that we should consider?

## CAMPAIGN CONTENT AND THEMES

Are there specific themes or topics you want the campaign to focus on?

Are there any recent company initiatives or changes that the campaign should incorporate or reflect?

## **COMPANY CULTURE AND VALUES**

How would you describe your company's culture?

What are the core values of your company?

## **LOGISTICS AND EXECUTION**

Preferred start date for the campaign:

Desired duration of the campaign:

What are the preferred channels for delivering campaign content (e.g., email, Microsoft Teams, SMS)?

## **ENGAGEMENT AND PARTICIPATION**

What methods of engagement have been effective in the past?

Are there any known barriers to engagement that we should be aware of?

## **FEEDBACK AND SUCCESS MEASUREMENT**

How do you plan to measure the success of this campaign?

Are there any specific metrics or KPIs you aim to influence through this campaign?

## **COMPANY STRATEGY ALIGNMENT**

Can you outline your current strategic initiatives and priorities?

How do these initiatives influence your expectations for this campaign?

What is the long-term vision or goal of your company?

How should this campaign support or reflect this vision?

Have there been any recent strategic shifts or changes in your company?

How do these changes impact employee roles and responsibilities?

## **UNDERSTANDING SPECIFIC CHALLENGES**

What are the current internal challenges your company is facing (e.g., engagement, communication, innovation)?

How do these challenges affect employee performance and morale?

Are there any external market or industry challenges impacting your company?

How might these external factors influence the focus or content of the campaign?

If you've run similar campaigns before, what challenges or obstacles did you encounter?

What lessons were learned from these past experiences?

What feedback have you received from employees regarding workplace culture, engagement, or past campaigns?

How can this feedback inform the design of this campaign?

## **INTEGRATING STRATEGY WITH EMPLOYEE ROLES**

Are there specific strategic roles or functions within your company that this campaign should focus on?

How can this campaign help bridge any gaps between employee roles and company strategy?

Are there upcoming projects or changes where employee alignment with company strategy is crucial?

How can this campaign prepare or support employees for these future developments?

## **ADDITIONAL INFORMATION**

Are there any other details or constraints we should know about (e.g., budget, resources, prior campaign experiences)?

## **FINAL COMMENTS**

Are there any other details or constraints we should know about (e.g., budget, resources, prior campaign experiences)?

## **ANY ADDITIONAL COMMENTS OR EXPECTATIONS FOR THIS CAMPAIGN?**

Any additional comments or expectations for this campaign?