

Internal Message Template

OVERALL COMMUNICATION OBJECTIVE		
To develop an internal communication strategy that informs Envi-Wear's internal audience about the new eco-friendly product line, thereby facilitating a successful market introduction and building a positive brand image.		
INTENDED INTERNAL AUDIENCE		
The employee's and executives at the company Envi-Wear.		
EXPLANATION FOR CHOSEN AUDIENCE		
The employees at Envi-wear are the intended audience because they are the company's internal workers. These are the people who will ensure the successful launch of the new clothing line and its long-term success. All employees will need to understand the details of the new line to successfully sell and create it.		
SINGLE MEMORABLE POINT		
Collectively changing the plant one thread at a time.		
DO	FEEL	KNOW
Employees should complete the ambassador training to learn about the environmental and ethical benefits of the new eco-friendly line. This will help them better promote and inform their customers and partners.	Employees should feel proud to be part of an organization that makes a positive impact through ethical labor practices, sustainable fashion, and a commitment to supporting local farmers and designers.	Employees should know that there is a growing demand for eco-friendly products within the industry. Market research shows shopping habits are shifting. The statistics show an increase in searches for eco-conscious clothing.
SUPPORTING MESSAGE 1		SUPPORTING MESSAGE 2
Collective change happens when employees act together to work towards a common goal. Embracing a shared commitment toward environmental stewardship creates a sense of belonging.		Every choice we make, from designing our products to serving our customers, can help create a positive impact. Working together improves product quality, strengthens our impact, and creates a safer workplace for everyone.
EXPLANATION: SUPPORTING MESSAGE 1		EXPLANATION: SUPPORTING MESSAGE 2



Employees should care about being a part of collective change because working together creates a greater impact than individual efforts alone. Each employee's contributions directly influence the success of the change effort and help support a bigger movement towards a more sustainable future.	Employees can benefit from a collaborative approach because all employee contributions help improve efficiency and long-term success. Every action should reinforce our values and protect our planet because employees play an active role in achieving Envi-Wear's environmental sustainability goals.
ACTION STEP	
Envi-Wear wants its employees to actively support and promote the new eco-friendly clothing line by becoming knowledgeable brand ambassadors. Employees should first educate themselves on the environmental benefits, ethical sourcing practices, and charitable initiatives of the sustainable clothing line so they can confidently communicate these initiatives to their customers or partners to promote and sell the product. In addition, Envi-Wear employees should share their commitment to environmental sustainability in their daily interactions to create a positive customer experience.	
COMMUNICATION CHANNEL 1	COMMUNICATION CHANNEL 2
Envi-Wear intranet platform.	Companywide meeting.
EXPLANATION: CHANNEL 1	EXPLANATION: CHANNEL 2
I chose this communication channel because it provides a centralized area for employees to access information and updates anytime, making communication more flexible. This channel helps reduce confusion and increase transparency.	I chose this communication channel because it allows for open discussion among the employees. This channel allows supervisors to receive immediate feedback on initiatives, clarify information, and answer employees' questions.

