

Framework: Educate • Engage • Repeat

A practical model for building workforce connection through communications



Educate: Build Knowledge and Confidence

Purpose: Give employees the clarity and resources they need to succeed.

How to Apply:

- Provide clear onboarding and orientation that connects employees to mission and culture.
- Train staff on tools, policies, and systems with easy "how-to" guides.
- Share regular updates through newsletters, intranet, or quick videos.

Questions to Ask:

- Do staff know where to find information?
- Is training practical, accessible, and ongoing?



Engage: Create Participation and Connection

Purpose: Transform communication from one-way information into two-way interaction.

How to Apply:

- Recognize achievements publicly and often.
- Use interactive formats: contests, challenges, polls, and forums.
- Encourage staff to contribute content, feedback, and ideas.

Questions to Ask:

- Are employees being invited to contribute, not just consume?
- Do staff feel their voices are heard and valued?



Repeat: Reinforce and Sustain Culture

Purpose: Embed practices so communication becomes habit and culture.

How to Apply:

- Reinforce messages through multiple channels and formats.
- Schedule refreshers: awareness weeks, town halls, or lunch-and-learns.
- Use visual cues: posters, infographics, branded reminders.

Questions to Ask:

- How do we keep communications fresh over time?
- Are we reinforcing learning consistently for both new and seasoned employees?

Your Take-Home Application

- **Educate** – What knowledge or clarity do employees need first?
- **Engage** – How will you make them active participants?
- **Repeat** – How will you reinforce the message so it becomes lasting behavior?

Educate • Engage • Repeat is a proprietary framework developed to advance internal communications and workforce culture. For more information, please contact Mari Considine at mconsidine@acendahealth.org