

Action-Focused HR Communication

TEMPLATE

The CPPC Framework

Effective communication is crucial in any organization, particularly for HR professionals who serve as the bridge between leadership and employees. Clear communication helps build trust, ensures consistency, and keeps everyone aligned with the organization's goals. It minimizes misunderstandings, promotes engagement, and creates a positive work culture.

According to [Gallup](#), organizations that improve their communication can see a productivity boost of up to 23%, potentially leading to an annual increase in revenue of \$1.3 trillion.

Whether announcing a new policy, explaining a change, or sharing resources, the right message can motivate, inform, and engage employees, leading to better overall performance and workplace harmony.

The CPPC Framework for action-focused communication

This template follows a simple framework—context, purpose, process, call to action (CPPC)—to help HR professionals create structured and impactful communications.



Context

Provide background information. This could include why the communication is happening, any relevant history, or current circumstances that led to this announcement.



Purpose

Clearly state the reason for the communication. What is the main message you want to convey? What do you want employees to know or understand?



Process

Explain what will happen next or what has already happened. Outline any steps or procedures employees need to follow or be aware of.



Call to action

Specify what you need employees to do. This could be to read further materials, attend a meeting, fill out a form, or simply stay informed.

Benefits of the CPPC Framework



Clear structure

The framework provides a clear structure, ensuring that all key information is included and logically organized.



Consistent and clear

Using a consistent format helps make messages easy to understand and reduces ambiguity, ensuring all HR communications are clear and predictable.



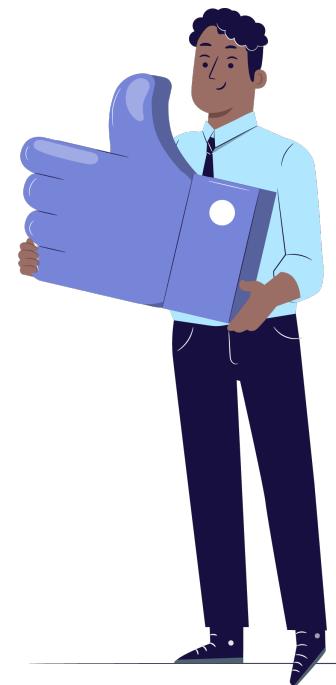
Action oriented

By focusing on actions and outcomes, the framework helps employees know what is expected and why it matters, aligning communication with organizational goals.



Versatile across channels

The framework works for various communication methods—emails, presentations, or verbal updates—keeping messages effective and consistent.



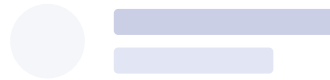
Action-Focused HR Communication // Example

Use the template on the next page to create an HR communication using the **CPPC framework**. This template should help HR professionals communicate clearly and effectively, ensuring that employees stay informed and engaged with organizational updates.

Here is an example using the provided template for an email about a new health and wellness initiative.

Keep the **subject** line clear and concise. It should immediately inform the reader about the topic.

SUBJECT: NEW HEALTH & WELLNESS INITIATIVE LAUNCH



In the **context** section, focus on relevant background information without overloading with details.

Why we're launching a health and wellness initiative

Our company values employee wellbeing, and as part of our ongoing commitment, we conducted a wellness survey last quarter. Based on your feedback, we are introducing a new health and wellness initiative starting next month.

Use simple, straightforward language in the **purpose** section to avoid confusion.

What you need to know

The goal of this initiative is to support your physical and mental health by providing new resources and activities. We want to foster a healthier work environment where you feel supported and engaged.

In the **process** section, make sure steps are clear and chronological if applicable.

What's changing

Starting April 1st, you'll have access to weekly virtual fitness classes, mental health resources, and monthly health challenges. We will also host an information session on March 25th to explain the initiative in detail and answer any questions.

Make the **call to action** specific and actionable. Use bullet points if there are multiple steps.

What you need to do

Please mark your calendar for the information session on March 25th at 2:00 PM. Look out for an invitation in your inbox soon. In the meantime, visit the wellness page on our intranet for more details.

Tip 💡

Choose headings that are appropriate to your topic and form of communication.

Action-Focused HR Communication // Template

Plan your communication by using the guiding questions in each section. Copy and paste the template into your preferred tool.

While the template is in an email format, the structure works for other channels as well.

Presentations:

- Use one slide for each section of the framework.
- Keep text minimal—support your message with visuals or graphics.

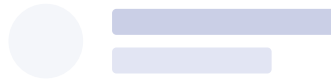
Verbal announcements:

- Open with context and purpose to grab attention.
- Repeat key points, especially the call to action, for clarity.

Social media or intranet posts:

- Keep content brief and to the point.
- Use the purpose as a headline, followed by short bullet points for the process.

SUBJECT: [INSERT SUBJECT HERE]



Dear [team/employees/all staff],

[Context]

[Provide background or context here. Why is this communication necessary? What context will help employees understand why this message matters to them?]

[Purpose]

[What do you want employees to know or understand after reading this communication? What is the core message or key takeaway? How will this impact employees directly?]

[Process]

[What is happening or will happen next? What specific steps do employees need to take, or what changes can they expect in their daily work routines? Outline the steps, timeline, or procedures. If necessary, where can employees go for more information?]

[Call to action]

[What action do you want employees to take? For example, are there any forms to fill out, meetings to attend, or actions to be completed by a certain date? Provide specific instructions or next steps.]

Best regards,
[Your name]
[Your position]
[Contact information]