Behaviour brief

Start from what people need to do differently, before any plan, channel or campaign.

How to fill it in

1. Ask what the business wants to achieve this year: one or two priorities, in management's own words.
2. Name who needs to do something differently for that to happen: specific people, not all employees.
3. Write the behaviour you will see if you succeed: an act you can see and count, not a feeling.

Business priority this year One or two priorities, in management's own words

The behaviours One line each. Up to three.

Behaviour	Who	Does what differently	Why the business needs it
Behaviour 1			
Behaviour 2			
Behaviour 3			

Before you move on

- [ ] The priority is in management's own words, not ours.
- [ ] Each line names specific people, not "all employees".
- [ ] Each behaviour can be seen and counted.

THE RULE

Communication that does not change behaviour is activity.

Source: Gallagher · Employee Communications Report 2026 · more than 1,300 professionals in 40 countries

Behaviour brief

Worked example

The example is made up, to show a filled template. Replace it with your own.

Business priority this year One or two priorities, in management's own words

Grow sales from the clients we already have

The behaviours One line each. Up to three.

Behaviour	Who	Does what differently	Why the business needs it
Behaviour 1	Branch managers	share the monthly target with their teams in the first week of the month	the business is pushing for growth, and a team that knows the target early can plan for it
Behaviour 2	Sales reps	log every client visit in the system the same day	managers can then coach on real visits, not on memory