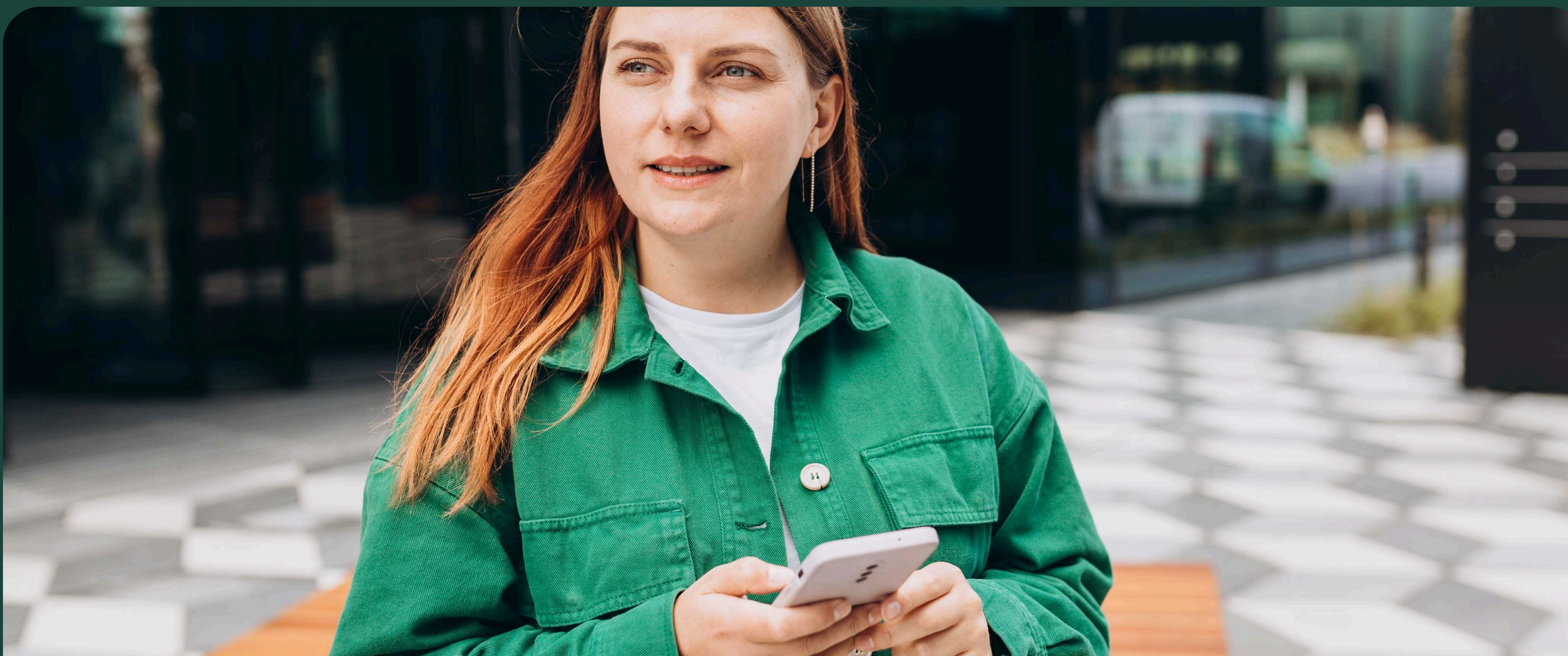




How to communicate your **SpeakUp®** program

If no one knows how to report, that's the first problem.
Here's how to launch your SpeakUp® program the right way.

Doing right, made easy



Foreword

Building an ethical workplace starts with trust. But trust doesn't appear, it's built through consistent communication and clarity of action.

Most employees don't report wrongdoing because they don't know where to go or what will happen if they do. That's a communication failure. This playbook helps you avoid it.

Find practical steps to make sure people know where to go, what to expect, and why it matters. Doing right should feel clear, not complicated.



Step 1: Start with your people, not just your policy

Understand who you're talking to

Why are specific case handlers assigned certain cases?

(Consider legal requirements, oversight needs, or regional expertise.)

What is a reporting persona?

A profile representing different employee groups, based on role, access to tools, tech literacy, or geography.

Segment your people by:

- 1 Location & language:** Group employees by geography and native language to ensure messaging is clear, culturally appropriate, and relatable.
- 2 Access to digital tools:** Identify who has regular access to digital platforms and who does not, then use a mix of online and offline communication channels to reach everyone.
- 3 Their role (frontline, HQ, remote, third-party):** Tailor messaging to each role's specific risks, visibility, and environment. Ensure all groups - including third parties such as contractors, shareholders, former employees, job applicants - are aware of their right to report safely under the EU Whistleblowing Directive.
- 4 Cultural preferences & risk sensitivity:** Consider regional norms and attitudes toward authority, confrontation, and anonymity. Adjust tone, messengers, and formats to build trust and reduce fear of retaliation.

Tip: Don't assume they check email or read the intranet. Ask how they actually receive information.

At a large manufacturing company, the compliance team realized their Code of Conduct wasn't reaching everyone. Office workers received it by email, but warehouse staff and remote teams often missed out. To fix this, they adjusted their approach: posters with QR codes in break rooms for frontline teams, printed materials sent home to remote employees, and quarterly "Dilemma Sessions" to discuss real-world ethical challenges. Managers were also trained to recognize and respond to concerns.

By tailoring communication by role, location, and access, the company made speaking up more visible, relevant, and actionable across the workforce.

Step 2:

Craft your message with care

When people speak many languages, the right words bring them together.

Your goal: lower the barrier to speak up with relatable language that builds trust

Clear, direct language is safer than legal speak. Avoid labelling terms like ‘whistleblower’ which can often carry weight, unless required. Focus on terms like ‘reporters’, ‘raising concerns’ or even ‘team members’ to keep the language accessible. What matters is emotional safety and relatability.

Use:

- ✓ A respectful, approachable tone
- ✓ Language that feels familiar to employees
- ✓ Short, skimmable formats
- ✓ Localized translations, not just literal ones

Tip: Make sure this tone of voice is also used by the receiving SpeakUp® officer in the back end. Remember, even when an anonymous report comes in, the way you reply should have the same tone, which also instills credibility.



Step 3:

Pick the right tools for the message

Match your message to the habits of your workforce and other key audiences.
The best communication channel is the one people actually see.

Options:

- ✓ **Digital:** Email, intranet banners, screen savers, app notifications, e-learning, employee surveys, code of conduct training, website
- ✓ **Physical:** Posters, leaflets, wallet cards
- ✓ **Personal:** Team talks, CEO talks, onboarding, leadership briefings
- ✓ **Educational content:** Think webinars, podcasts, video recordings in an educational but interesting way. To make this content even more credible, consider involving your CEO.

Ask: How often will they see this? Where do they spend most of their day?



Step 4: Make SpeakUp® part of your existing story

Don't start from scratch, embed it into what already works

Employees already hear messages about safety, culture, and compliance. Tie SpeakUp® into those flows to reduce noise and increase clarity.

Integrate with:

- ✓ Code of conduct
- ✓ Onboarding flows
- ✓ Ethics or DEI programs
- ✓ Manager toolkits
- ✓ Other channels to report, like HR, designated support contacts, or ethics liaisons.

Tip: Clear guidance beats clever slogans.



Step 5:

Plan your launch: big bang or soft start?

Adapt your rollout to your organization's readiness

There's no one-size-fits-all approach. Some organizations benefit from a full-scale launch — company-wide announcements, training, and visibility from day one. Others succeed by starting small, building internal alignment, and expanding reach in phases.

Choose based on:

- ✓ **Workforce size and location:** The broader and more distributed your workforce, the more useful a phased launch can be.
- ✓ **Internal readiness:** Gauge how prepared your teams are, especially those responsible for handling incoming reports. Have they been trained? Is the tool integrated into existing workflows? Have leaders been briefed on how to respond if approached directly?
- ✓ **Capacity of your champions:** Your champions — HR, compliance, local managers — play a key role in promoting the speak up culture.

Support your launch with the right voices - and the right tools

A successful rollout depends on more than timing. It's about who carries the message and how they deliver it.

- ✓ **Who are your internal ambassadors?** These are the people others listen to. Choose trusted colleagues from across levels and functions.
- ✓ **What does success look like?** Is it awareness? Usage? Feedback? Be clear about your goals so you can measure and adjust.
- ✓ **Can your communications team help you?** Ask if they can provide design materials, launch internal campaigns, or align speak up messaging with your values. The right communication plan can make the difference between rollout and adoption.

Measure progress: awareness, checkback rate, engagement volume.

Step 6:

Best practices from other companies

Insights from real-world rollouts

Many SpeakUp® customers adapt their communication strategies based on local context, workforce diversity, and available channels. While specific results vary, a common trend is that trust and usage increase when communication is simple, repeated, and relevant.

For customer-specific examples, visit:

[SpeakUp® cases](#) →



Step 7:

Assess readiness

Use this to prep your launch

- ✓ Have you mapped your reporting personas?
- ✓ Do your messages reflect their needs and tone?
- ✓ Are your communication channels accessible to everyone?
- ✓ Have you planned follow up and feedback loops?

Step 8:

Keep communication consistent over time

Out of sight means out of mind. Build habits by staying visible.

A SpeakUp® program doesn't live in a single poster or email. It becomes part of your culture when employees see it consistently.

That's why communication should continue well beyond launch. Regular, lightweight reminders help build awareness, reinforce trust, and keep the process top of mind so people know what to do when something happens.

Here are some ways to keep the message alive:

- ✓ **Monthly or quarterly themes:** Spotlight specific risks, values, or departments (e.g. integrity in procurement, or respectful behavior on site).
- ✓ **Seasonal reminders:** Use annual code of conduct updates, performance review cycles, or onboarding periods as natural prompts.
- ✓ **Use real moments:** After training sessions, leadership messages, or when a related issue hits the news, remind employees where to report and why it matters.
- ✓ **Reinforce during meetings:** Equip managers with short talking points or slides to include in regular team meetings.
- ✓ **Track and adapt:** Use SpeakUp® analytics to spot drop-offs in awareness or usage and target those areas with additional outreach.

Tip: Treat your SpeakUp® program like any ongoing initiative. It needs visibility, repetition, and relevance to stick.

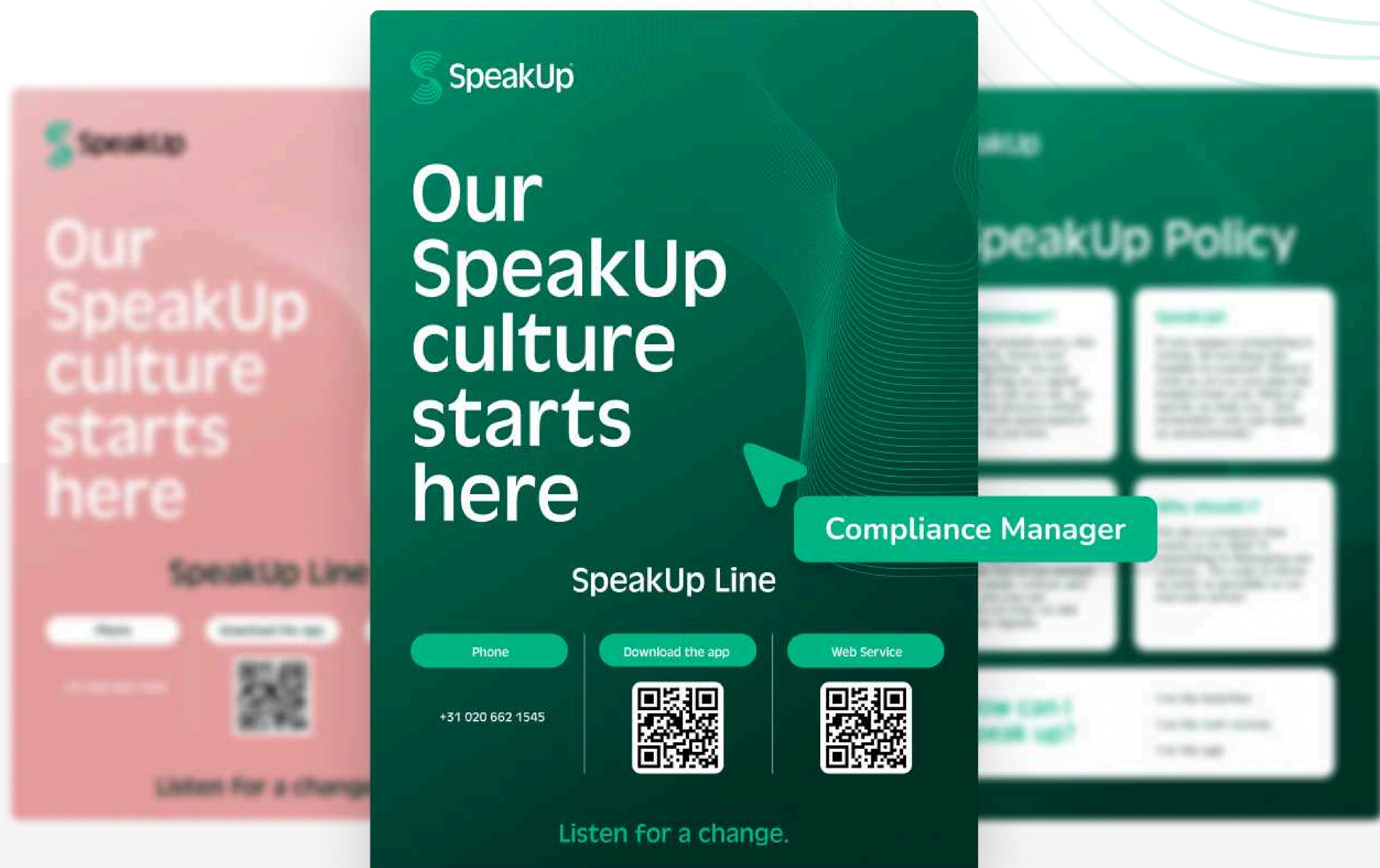
How the SpeakUp® platform supports communication

SpeakUp® isn't just a tool, but it's part of the message.

- ✓ Multilingual voice, app, and web reporting support accessibility
- ✓ Sienna AI surfaces and triages issues quickly
- ✓ Analytics highlight communication gaps
- ✓ Integrates with Power BI
- ✓ SpeakUp® Paths offer tailored journeys based on topic or risk type

Templates that save time

SpeakUp® includes ready-to-use templates for internal communication campaigns, posters, email copy, banner designs, and onboarding slides. Most customers use them every day to run targeted campaigns with minimal effort. They're customizable, multilingual, and built to drive engagement.






Final note: SpeakUp® is here to help

We've supported over 600 companies and 5 million users to speak up safely, with over 300K secure reports being made through SpeakUp®. Our team is ready to help with templates, roll-out guidance, and onboarding.

See how SpeakUp helps teams communicate better, faster.


Book a demo →

Check out our [blog](#) to learn about modern compliance management, whistleblowing and more

 Dashboa...

Whistleblowing

SpeakUp® Report




ID #173


Hello, I am reporting a theft at the Rotterdam warehouse.

Sent on 06 Feb 2025 13:30

Could you look into this? @Jacinta

 Mark van Heel
2 minutes ago

Sure thing! @Mark

 Jacinta Barington
Right now


New

Triage

Investigating

Disclosures

SpeakUp® Paths



ID #210

Sales Associate

A vendor we work with sent me a gift basket worth approximately €150 as a thank-you. I wanted to check if this is allowed or if I should return it.

Sent on 07 Jan 2025 13:30

conflict of interest

gifts

trade associations

Deny

Approve