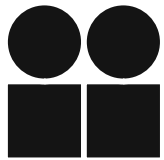


AMPLIFY



YOUR

PURPOSE

A worksheet to help you identify
your internal communications
charter and pillars.

Let's assess how you show up

We create...

We help...

We work with...

We believe in...

We're dedicated to...



Let's build a charter/mission

What do you do?

How do you do it?

Why do you do it?



Let's establish pillars

Think of pillars like your directional signs.
These are the pillars you use to achieve your charter or mission.

01

02

03



Let's put it all together

Our internal communications charter/mission is to:

We achieve our charter/mission through:

01

02

03



About Simplr

Simplr is the modern intranet that transforms the work experience for all employees — wherever and however they work. Simplr is the only platform that unifies employee engagement, enablement, and services, leveraging state-of-the-art AI models to deliver a seamless, cohesive, and personalized employee experience. Trusted by over 700 global brands, including Moderna, Snowflake, Splunk, Penske, Eurostar, and AAA, Simplr customers achieve significant improvement in their employees' productivity, retention, and overall satisfaction. Headquartered in Silicon Valley, CA, Simplr is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, Tola Capital, and Still Venture Capital. Learn more at simplr.com

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