

WHY YOU NEED AN INTERNAL COMMS STRATEGY

EMPLOYEES ALWAYS HAVE A CHOICE



Make that choice a no-brainer.

People want to work in an environment where they can do great work, be recognized for it, and be a part of something bigger than themselves. A strong internal communications strategy helps you make your people a key part of your success story.

THE SECRET SAUCE

Connect the dots.



72% of employees don't have a full understanding of the company strategy. (*IBM*) Roughly translated: Your people don't understand your business or their role in its future.

- Communicate your mission, vision, and values.
- Show employees -- in every role -- how their work contributes to the big picture.

Communicate timely and transparently.



74% of employees have the feeling they are missing out on company news. (*Tribal Impact*).

- Communicating authentically -- through the right channel and at the right time -- increases trust, engagement and productivity.

Manage through ambiguity.



The only constant is change. Change, good or bad, can create added stress, anxiety, and disengagement. Make sure your strategy includes change management and crisis communication plans.

Be committed to diversity, equity, & inclusion.



What are you doing to ensure your workplace is open and inclusive? Communicate the actions you are taking to hire, promote, and include more diverse people and perspectives.

Celebrate your people.



Great work deserves recognition and appreciation. And remember: Employees always have a choice.