

IF IT IS NOT WORKING ON THE INSIDE, YOU ARE WASTING YOUR TIME ON THE OUTSIDE

Internal communications might just be the gateway to your company's haven...

But how well are you handling it? Think about this for a second.

I am pretty sure your business organization was formed or structured with visions and missions; set goals, core values and objectives that should enable her (i.e. your organization) skyrocket at the end of the day right?

However, no organization (whether small, medium or large scale) can smoothly and successfully reach her set goal without the collaborative effort of the team who make up that firm. I love to think this is where internal communication comes in.

Any company whose internal communication strategy is well rooted and often effectively and efficiently carried out, would enjoy what I personally love to call "THE COMPANY TEAMING SPIRIT (TS for short), and would definitely enjoy a safe haven in the crazy world of business. The TS opens the door for every member of the team to be kept abreast on issues which bother on not just the internal affairs of the firm, but the external as well.

More often than not, every member of staff in your organization, from the gatekeeper to the Janitor, the Receptionist, Account Officer, Administrative Secretary, or even the Boss who sits across the big desk, usually need that sense of belonging and the drive for purpose; only great TS can give these.

It is no news that an organization is usually formed for a purpose. Often times, that purpose is geared towards satisfying the needs of certain targeted members of the public in one way or the other.

An organization that lacks proper internal corporate communication strategy going on (mind you, the manager should be at the fore-front this) would fall apart before she even got a chance to hit the sky. If you cannot communicate effectively and confidently encourage the TS in your company as a manager, then, there is a tiny-minnie-little chance of your company ever satisfying her clients.

Remember, if it is not working on the inside, it will make no sense on the outside.

I would like to share an extract from a blog post written by Sina Kaye Lockley which unequivocally summarises my notion thus:

"Effective Internal Communications is a powerful force that leads to a 40% increase in customer satisfaction,, a 30% increase in profitability, a 36% increase in the overall performance of the company".

I do know a lot of companies are already aware of the rapecautions of not paying attention to internal communications, but I also know it is so easy to forget these things sometimes (especially if your company has been enjoying a safe haven for some time). Some of us underestimate the importance of Communication in our businesses.

Why not take some time out to talk to your employees. Listen to what they have to say and create an amazing TEAMING SPIRIT for your organization.

Regards,

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