

# **FAST FACTS: EFFECTIVE EMPLOYEE COMMUNICATIONS**



## **WHAT THEY ARE**

Internal communications are the combination of messaging and the ways, tools and channels an organization uses to communicate with all workers within a company; top-down, bottom-up, and laterally between peers, teams and corporate functions.

## **WHY IT'S IMPORTANT**

Internal communications are critical to business success; it's as simple as that. They help everyone in an organization understand the “why” behind decisions and the development of business strategy they might not be actively part of but contribute to every day through their work and contributions. Good internal communications:

- Increases understanding of corporate decisions across an organization
- Encourages a sense of belonging and contribution amongst all workers
- Provides an opportunity for workers to understand the links between their contributions and organizational success
- Increases worker engagement
- Increases productivity
- Decreases employee turnover
- Decreases safety incidents

## **STATISTICS**

- 71% of employees don't read e-mail or other internal communications
- 36% of employees are unhappy with the format of most internal communications
- 10% productivity increase by having employees understand connections between their work and corporate objectives
- Strength-based management practices have shown:
  - 10% to 19% increase in sales
  - 14% to 29% increase in profit
  - 3% to 7% higher customer engagement

- 6% to 16% less turnover (in low-turnover organizations)
- 26% to 72% less turnover (in high-turnover organizations)
- 9% to 15% increase in engaged employees
- 22% to 59% fewer safety incidents

## **WHAT YOU CAN DO**

Assess the ways your company communicates internally and determine if additional channels are required or if changes might be needed to existing practices:

- Intranet
- Newsletters
- Broadcast e-mail
- Leadership town hall meetings
- Team meetings
- Feedback or question opportunities
- Onboarding packages
- Informal meetings (water cooler chats)

Evaluate whether your internal audiences receive the same messages you send externally and whether they understand how their work contributes to your results, strategic direction and business decisions

Develop and implement a strategy to fully exploit your communications channels to ensure all employees have the opportunity to receive your messaging

Ensure there are mechanisms for feedback and three-way communication, up, down and laterally (between employees).

## **RESOURCE LINKS**

[SocialChorus.com](http://SocialChorus.com)

[W7Worldwide.com](http://W7Worldwide.com)

[Gartner](#)

[Gallup](#)

[Annenburg School of Communication and Journalism at the University of Southern California](#)