

Effective Employee Communications

➤ Overview

In the business world, communication is paramount. Companies prioritize external communication to reach stakeholders, customers, and investors. Yet internal communication with employees often falls short.

➤ Why it's Important

Internal communication is critical for business success as it aligns employees' work with company goals. Teams working toward common objectives foster collaboration, but this is challenging when employees lack an understanding of company goals and strategies.

➤ What Can Your Company Do?

Start by evaluating your communication practices and identifying who you interact with and which channels you use. Consider these steps to improve internal communications:



Assess Your Communication Channels

Evaluate current channels' effectiveness, including intranet, newsletters, broadcasts, meetings and more.



Internal and External Consistency

Ensure internal recipients receive the same messages as external stakeholders. Clarify how employees contribute to company results.



About

70%

of employees said they don't read emails and other internal communications.

36%

of employees were unhappy with the format in which most communications are delivered, and some employees didn't know where to find company information.

SocialChorus



Consistency in Communication

Develop and implement strategies to optimize message effectiveness. Maintain regular communication to demonstrate commitment to business initiatives.



Feedback Mechanisms

Establish mechanisms for upward, downward and lateral communication among employees.

Effective internal communication ensures employees understand company goals and strategies. With diverse workforces and locations, organizations must commit to clear and consistent internal communication practices to engage employees, enhance productivity, boost engagement and reduce turnover.

Visit careersinenergy.ca/employer-support for more information and additional employer resources!