eBook

THE IMPORTANCE OF EFFECTIVE INTERNAL COMMUNICATION

Get your employees involved
INTERNAL COMMUNICATION AND OBJECTIVES
Well-informed staff will be more involved, work harder and are likely to be more loyal to the company. Which justifies the conclusion that effective internal communication is important to achieve corporate goals.

EFFECTIVE INTERNAL COMMUNICATION AS A POLICY
Internal communication is susceptible to continuous improvement, especially since each department or sector has its own objectives. For example:

- Health and safety legislation: RSI prevention, sickness, smoking policy, company liability and office/workplace safety.
- Corporate Governance, privacy aspects and the protection of financial integrity.
- Customer Services optimization: Phone response and customer service receptions, telephone and call-centre agents.
- Cultivation of a sense of personal responsibility especially for organizations with many field staff.
- Fitness and health of employees: suggestions and advice for a healthy balance between work and home.
- Social responsibility: a key objective for companies for it is important that each employee understands, propagates and accepts this.
- Prevention of incidents

INVOLVE EMPLOYEES IN THE RELEVANT ACTUAL COMPANY RESULTS AND PERFORMANCE
Involved employees like to know how well the company performs. One way to go about this is communicating the current key performance. Sharing this information with employees inspires and motivates them.

MANAGEMENT INFORMATION IN THE WORKPLACE
Each company measures its performance and availability in a Management Information System (MIS) For example sales results, stock supplies and the capacity of machines and personnel deployment.

Depending on the branch this monitoring equipment is available in-house. Most of the time information from ERP systems is only available to senior management and in a later stage or not at all it is communicated to the workplace. What will be the result and effect of valuable information on current activities and processes if this information is made directly available to all employees?
MEASURING = KNOWING = DEALING
HR – managers and occupational psychologists believe that the availability of current, relevant information makes employees more directly involved, because employees can follow the immediate results of their efforts.

THE EFFECTIVENESS OF INTERNAL COMMUNICATION
The benefits of internal communication are clear. The question is how do you clearly communicate to your employees. Specially with the enormous amount of all other forms of communication available to them.

To optimize the corporate communication mix it is important to measure the effects and results of the already in use communication tools.

How effective are internal e-mails, are they always read and is the message understood? How effective is the intranet, is information actual, complete and do employees know which information they can find on the intranet?

Are all meetings and information sessions attended by the right employees and are these employees prepared for the meeting?

Are the in-house reporting systems (MIS) and the actual (real time) information available for the right individual employees and / or departments?

Is the current Company Enterprise Social Media (Yammer, SharePoint) well accepted and effective in their use?

Many companies constantly attempt to optimize and improve their internal communication to realize the pursued effects of this communication.

An important question in this perspective is; How could NarrowCasting be instrumental in optimizing the total communication mix and their individual effects?

GETTING THE MESSAGE ACROSS
Key in successful internal communication is to get the message across, directly to your employees by presenting it correctly, logically and attractively. The power of repetition is at least as important. By means of NarrowCasting the company can communicate at any given location. Information is viewed by everyone in the workplace. One way to go about presenting the information is to combine corporate information with the information that peaks the interest of the employees.
FACTORS FOR DISSIMILAR COMMUNICATION

Important in effective internal communication is the specification of target groups. For instance, these could be the field staff, warehouse staff or employees in factories (blue collar employees). Employees can be spread over different departments and sometimes several (international) locations. Different target groups require specific messages for each target group. Concerns to take in account are:

- Employees with a PC or laptop have a large amount of information to be processed daily.
- Up-to-date content of your intranet. Informing employees via the intranet is relatively complicated and time consuming, the information is often extensive and can take a lot of time keeping up-to-date
- Team spirit. If your employees work in different locations, then a strong team spirit is more the exception than the rule.
- Field staff. Employees who work outside are a difficult target group to inform, encourage and motivate.
- Universal information. Not every employee has access to information such as a PC, intranet, internet or e-mail.