

HOW TO GUIDE

Managing internal communications

To create a positive work culture, an organisation must develop and encourage effective internal communications.

When people work together to align with shared goals, organisations can boost productivity, build engagement, and create a workplace where everyone thrives.

We've put together some simple steps to help organisations manage their internal communications effectively:

1 Define clear communications

Start by setting clear communication objectives for staff that align with your organisation's goals, values, and priorities.

Then, focus on identifying the key messages and themes that employees can connect with. It's good practice to make sure that all staff have the information they need to support business goals, work together effectively, and feel genuinely engaged.

2 Create a communications plan

Put together a clear communications plan that covers what you want to achieve, the key messages to share, who you're speaking to, how you'll deliver the messages, how often you'll communicate, and when everything will happen.

Make sure to set up a regular schedule to keep employees updated, involved, and on the same page as your organisation's goals, projects, and events.

3 Use a mix of communication channels

Use a mix of communication channels, including email, intranet, team meetings, newsletters, digital signage, instant messaging platforms, social media, and collaboration tools to reach different employee groups effectively.

It's best not to have too many communication channels and platforms as this can dilute and/or overcomplicate messaging.

Adapt your communication channels to meet the needs and preferences of all employees, including neurodiverse staff, remote workers, shift workers, and those from different generations. Be mindful of varying communication styles to ensure everyone feels included and supported.

4 Encourage two-way communications

Promote open and transparent communications by creating opportunities for a feedback-friendly environment, as well as encouraging questions and conversation between employees and leadership.

Use regular surveys, suggestion boxes, focus groups, and team forums to hear from employees, address their concerns, and create a culture where listening and collaboration are part of everyday work.

Show that communication is genuine by following a "you said, we listened, and we acted" approach. By taking employees' ideas on board and making real and tangible changes, it can be demonstrated that employee input really matters.

5 Empower managers as comms champions

Give managers the tools, resources, and training they need to communicate well with their teams, share important context, and pass on information effectively.

Encourage managers to have regular and meaningful conversations with their teams - ask for feedback, celebrate achievements, and address any concerns. This helps to build trust, keeps everyone engaged, and ensures everyone is on the same page.

6 Share timely, **relevant information**

Keep employees in the loop by sharing important updates, changes, milestones, and achievements as soon as possible.

Make sure the information is relevant, accurate, and tailored to the needs and interests of different teams.

7 Boost **employee engagement**

It's important to get employees involved in communication efforts through interactive sessions, surveys, focus groups, feedback, recognition, and initiatives led by employees themselves.

Grow an organisation where there is a culture of collaboration and teamwork, and everyone's voice is valued.

8 Check how well communication is **working**

Measuring how well internal communication is working is key. Track things like employee engagement, feedback, participation rates, and satisfaction surveys..

Use this data to see what's working, find areas to improve, and adjust the approach to keep improving communication and engagement.

9 Build a culture of **openness and trust**

Foster a culture of transparency, trust, and open communication by sharing information about the organisation's goals, progress, challenges, and successes.

Be honest and authentic, especially during times of change or uncertainty. This will help to build trust, resilience, and unity, and will help to create a workplace where collaboration and a shared purpose develop and grow.

10 Keep **evolving and innovating**

Stay flexible and open to new ideas by consistently gathering feedback from employees.

Keep your internal communication strategies current to address evolving employee needs, emerging trends, and organisational goals. This ensures your communication remains relevant, engaging, and effective

*By following these simple steps,
you can start building a strong
internal communications
strategy that truly connects
your people and helps to grow
meaningful engagement
and connection.*

If you want to know more about how we can help
your organisation plan for a crisis, please get in touch
with michael.gregory@limitlesspr.co.uk

