



Ways to Increase Communication Across Your Organization

Research shows that 60% of organizations don't have a long-term communication strategy for internal communications.¹

We don't want your organization to be part of the 60%! We've put together a checklist of different ways to increase communication across your organization.

Use this as a starting point, a way to incorporate new methods, or to compare your existing strategy however it can benefit your team!

Create a workplace your employees will love by communicating in a meaningful way.



Checklist



Create a regular cadence of communication.

Consistent and steady messaging builds trust and provides transparency to your team.



Leverage your technology.

Digital signage can display important information in different parts of your office – not just the weather or your business logo.

¹Poor Internal Communication Can Be a Costly Mistake for Businesses | Workforce.com



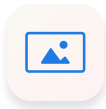
Consider adopting an employee app.

An app provides a centralized location that team members can reference to find the relevant information they need.



Incorporate different voices.

Messages from executive leadership and different department leaders provide a great variety of perspectives.



Use different types of mediums.

Sometimes all text is necessary, but video and graphics to accompany your messaging can help paint a full picture.



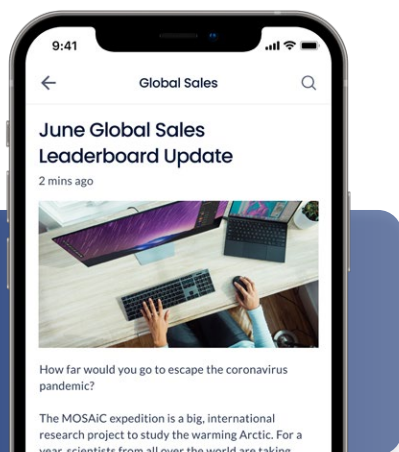
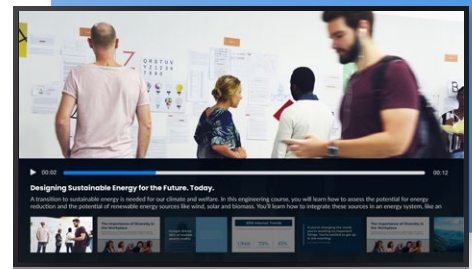
Communication should be interactive.

Promote townhalls and open discussion forums where employees can ask questions in real time.



Experiment with themes.

Come up with creative daily or weekly themes, like Monday Motivation or Talking Point Tuesday.



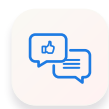
Share updated business strategies.

Being transparent can boost productivity, and sharing reminds your team of their work goals & objectives.



Reiterate company values and culture.

Use your company intranet and messaging tools to communicate your core values to team members.



Request employee feedback regularly.

Get feedback and apply learnings to make sure employees are getting the information they need to be successful.