

CHAPTER 8

Internal Communications: Messaging Within Your Company

Executive Summary

Effective communication between and among employees and managers requires constant vigil, and can be accomplished in different formats and through various channels.
Internal communication can be verbal or written.

Verbal messaging, such as face-to-face interaction (in real time and place), or organized formal or informal meetings from small departmental groups to large conferences are examples of internal communication

Teleconferencing adds to the verbal messaging mix. Special events encourage employee involvement and help boost morale.

Written messages include memos, both traditional forms and the modern hybrid formats widely used today, inter- and intradepartmental email, blogs, company newsletters and handbooks containing policy, procedures and codes of conduct and dress

Employee morale relates to feelings of importance and job satisfaction, and depends on communicating frequently and honestly with your workers

Substantive communication establishes a sense of trust in employees and helps them help you protect the company image from within the organization.

A 2003/2004 study showed that a major factor in a company's financial success is the ability to "create internal communication programmes" that effectively reach employees. ■