# How to win with internal communications
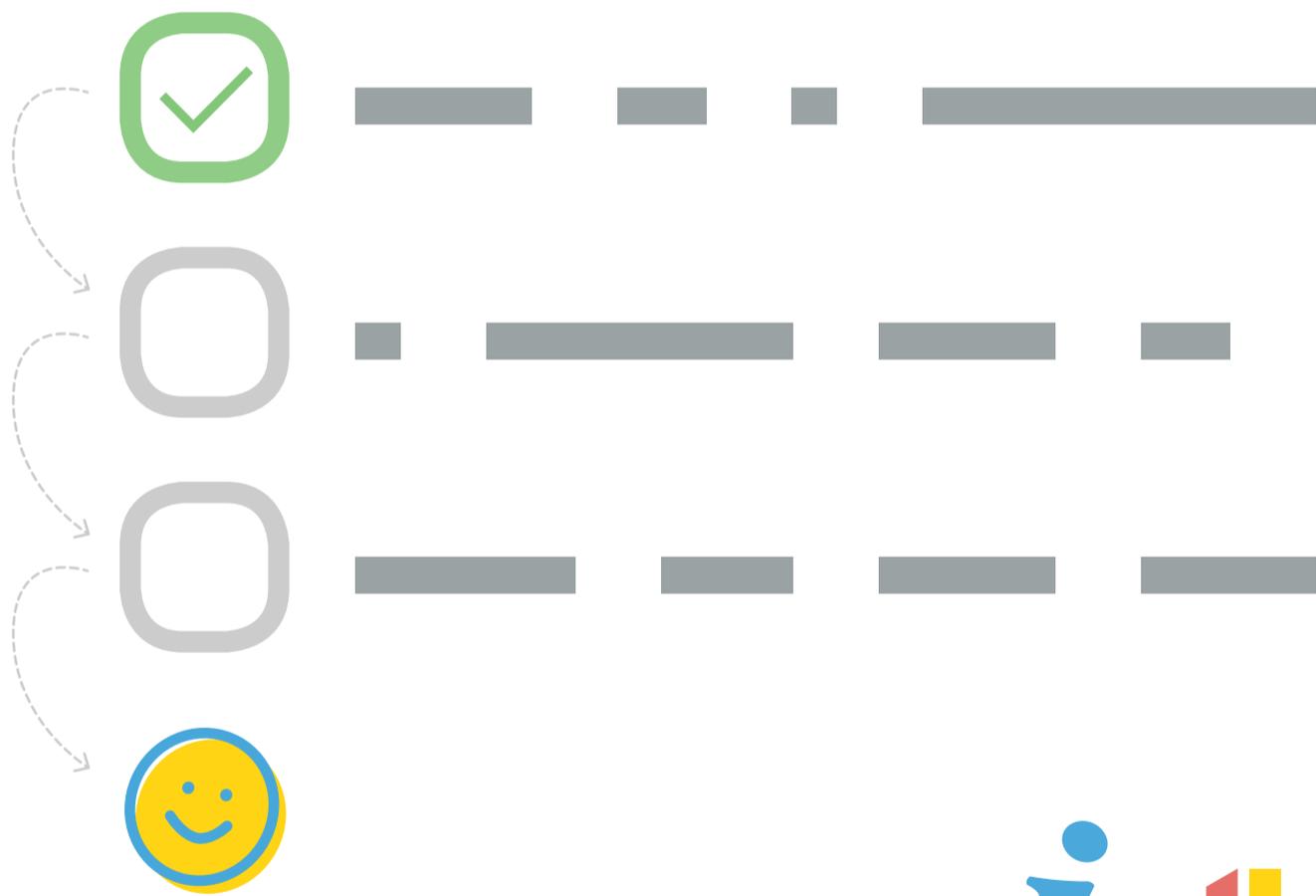
A practical guide
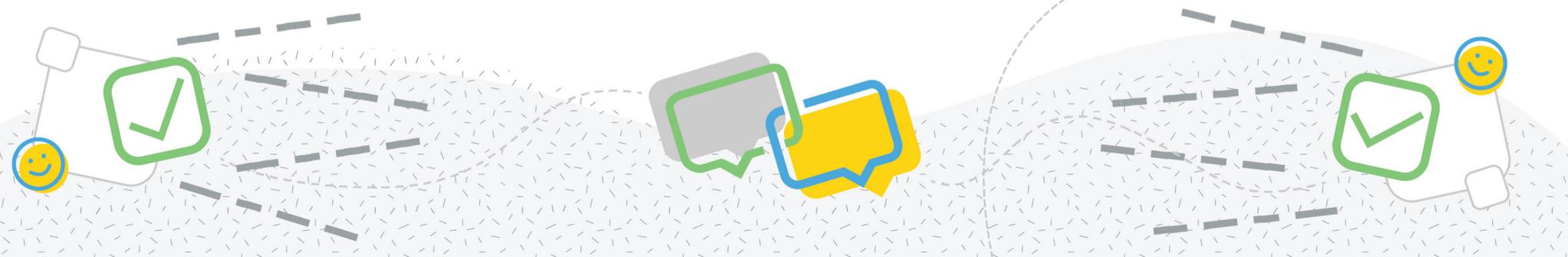
Make "sticky" information stick

- ☐ Ensure all employees know where to find this information

- ☐ Include training during your new employee onboarding process to share what and where this information is

- ☐ Publish key "sticky" corporate information assets (templates, client-facing documents, policies, procedures etc.) to all team members

Why? When everyone has a common understanding of company-wide information, best practices, and expectations, communication becomes more clear and easier for all.
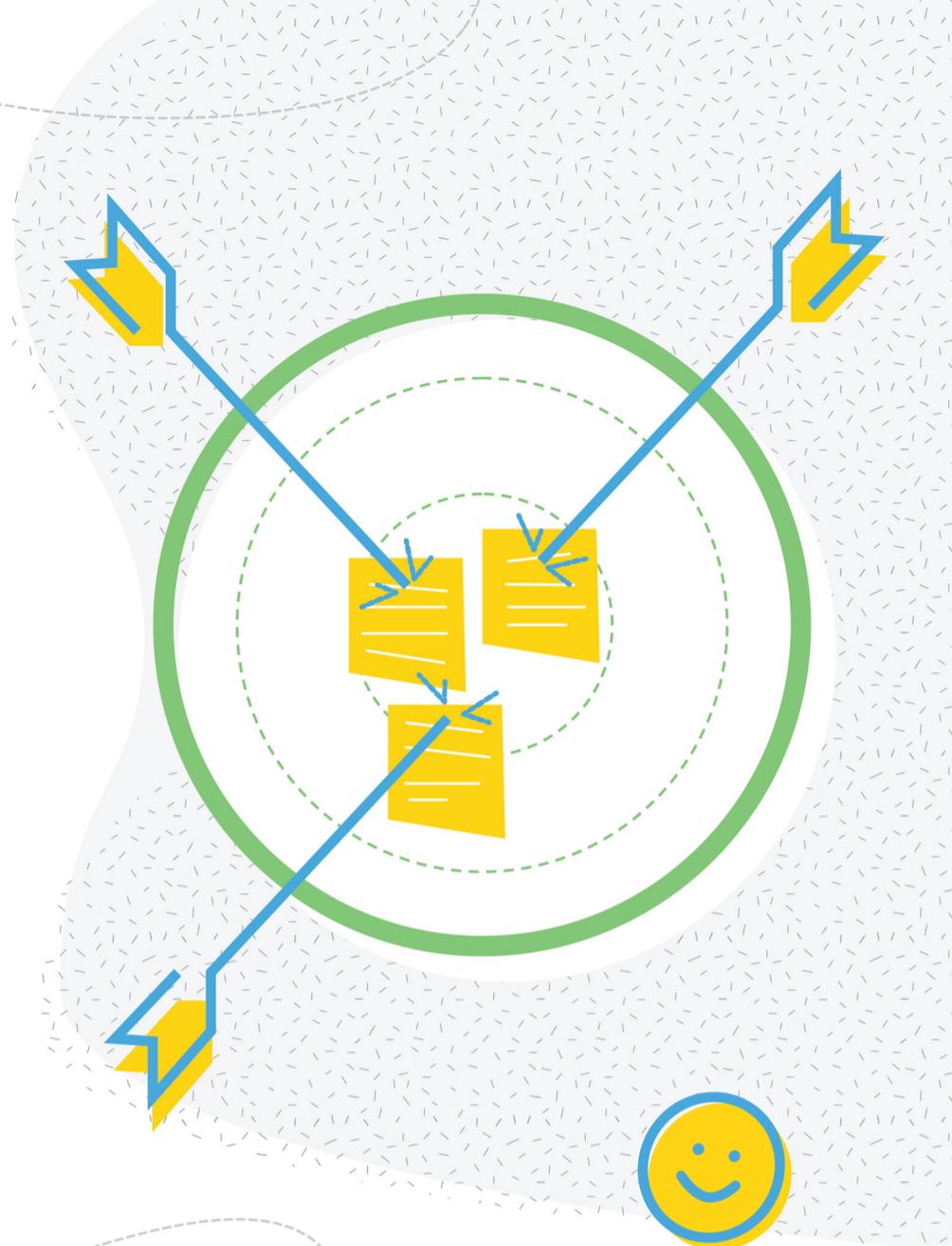
Be loud and proud about your mission and vision

- ☐ Explain your mission and values as part of corporate training

- ☐ Have regular visual reminders of your mission and values

- ☐ Have your leaders actively talk and walk in support of your mission and values

Why? When employees are unified in their understanding of the company goals and values, they'll be able to communicate with one another more effectively in order to reach them.

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You're only as strong as your weakest link

- [ ] Strengthen connections between individuals by encouraging social events and task-oriented collaboration

- [ ] Strengthen connections between teams by creating opportunities to work in collaborative ways or friendly competition

- [ ] Train managers to be more skilled listeners

- [ ] Encourage two-way dialogue between managers and direct reports to build and strengthen trust

Why? When employees are heard and have a voice across the organization, they're likely to feel more connected. Managers can create stronger connections by active listening and following through on promises.

Open the door to dialog

- [ ] Keep employees up-to-date on company changes, progress, and future plans

- [ ] Allow employees to be involved in the present and future direction of the organization

- [ ] Encourage questions and comments

- [ ] Show that all ideas are welcome

Why? Employees are more likely to be interested and communicate well when they feel they have a part in where the company is headed. When managers create an environment of open dialog, participants feel empowered and motivated to contribute.

Sharing is caring

☐ Provide an online platform for knowledge sharing

☐ Create opportunities for vibrant discussions about organization, industry or other related topics

☐ Foster a culture of non-business dialog and information sharing

Why? With an opportunity to show what they know, employees will be eager to stay involved. Not only will this create more energy and purpose behind communication, but the sharing of valuable insights will be helpful to your business.

Pick the right tool for the job

☐ Understand the tasks your team has and pick the right tools and channels to support clear communication

☐ Create opportunities for face-to-face communication

Why? While face-to-face communication is always important, online tools can aid in this process by saving time and helping to document the work. Picking the right tool for the form of communication is important to ensure that employees can be efficient and productive with the task, instead of fighting the tool.

Make friends and influence people

- ☐ Have clear and published organizational and directory structures

- ☐ Create opportunities for employees to gather in non-work settings

- ☐ Host workplace gatherings to allow all levels in the organization to get to know one another

- ☐ Offer mentoring opportunities

Why? Nothing hinders communication more than employees who don't know one another. Social events can facilitate improved engagement and stronger communication.

Want a turnkey tool to boost your internal communications?

Tour the Jostle intranet

Content based on an article originally posted at
The People Equation via **Dale Carnegie Training**.

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