

Internal Communication Strategies for Your Business

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Simply put, an organization's productivity is increased with effective communication strategies. It states what the company expects from the employees, and what the top management will be doing in return. It provides people with a specific direction that they can work towards, principles that they need to stick to, and clearly defines the processes required for accomplishing the job.

Every business has to spend time, money and effort on effective communication strategies toward their employees, whether when launching a new management system for performance, a new program for payment, or just to share the company's values and mission.

Align Communication with Goals

In other words, communication strategies are about the alignment of communication with the goals of the business. Companies do not have a face, but they do have an image, which they need to maintain by consistently delivering to their customers. A company's employees are the means by which its services and products are actually delivered; therefore, it is vital for employees to know what the company wants to achieve. It is necessary for them to be aware of what they need to accomplish - in terms of both the brand image of the company and goals.

In addition, a good communication strategy is not just about addressing employees. Guidance should be provided to the people who are responsible for the implementation, along with tips which they can use in sharing the message. It should be focused on all the levels of the company - from the top to the bottom.

Delivery is Critical

Of course, the method of delivery is also crucial. Utilizing all the channels of communication to the full extent possible is essential. Whether you use executive forums, newsletters to employees, the intranet, employee surveys, or business meetings, you need to ensure that you get across the right message to the right people in the most efficient way. Especially if you hold a leadership position in your company, it is quite clear core messages of the organization, like strategies, goals and performance, can never be over-communicated. While the quality of the communication is indeed important, the quantity is also vital.

In a nutshell, the best communication strategies for your business should incorporate the following:

- **Integration:** Connecting the present communication with what is happening in the company and the other modifications that employees are being affected by.
- **Keep it Succinct:** Make sure that your message is not overcomplicated. Keeping it simple makes for clarity.
- **Be Straightforward:** Don't be ambiguous about what you want to convey. Honesty is really often the best policy to adopt.
- **Address your Target:** Just as it is required for marketing your products externally, you need to segment your audiences and target your message according to the requirements of each group of employees.
- **Make it Personal:** Help your employees to understand how they are affected personally. When people know exactly what's in it for them, they respond more effectively.
- **Make it Memorable:** Ensure that your message is striking enough to stand out from the many communications employees receive every day.
- **Use Multimedia:** Utilize various media and methods to get your message across. Take the help of your marketing department to learn about the various means you can employ.
- **Focus on Being Results-Oriented:** Make an assessment of how effective your communications are and devise follow-up strategies according to the results. Incorporate your successful measures as a part of the overall strategies of communication.

Businesses these days are constantly looking for ways to grow their brand image, using new ideas and initiatives in the market, creating innovative ways for building their business, and pushing boundaries. And as they go about doing all that, having effective strategies for communication is growing in importance. By communicating effectively, you ensure that your employees are with you all the way to achieve the goals you want.