

What is smarter Internal Communication?

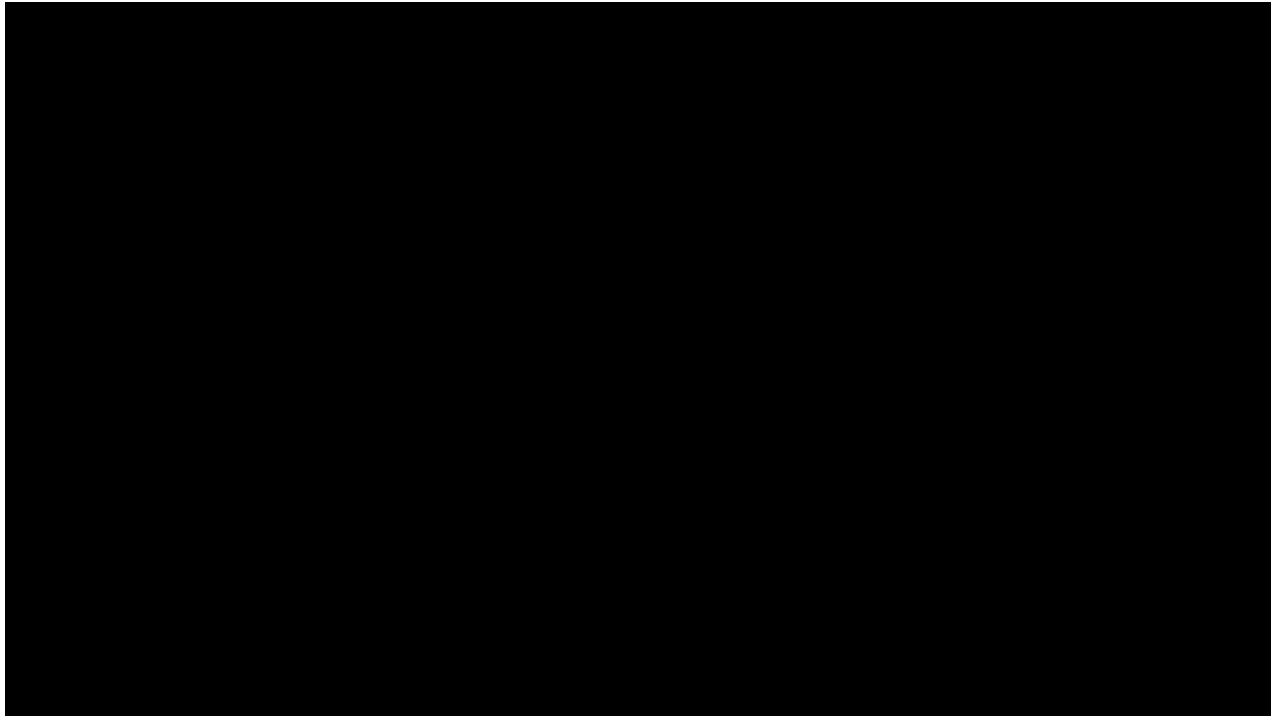
Articles

What is Internal Communication? Why do you need it? How do you create it? And what's next for the profession?

Internal Communication – also known as Employee Communication – is at its most basic, facilitating strategic connections and conversations within your organization. This communication takes place between leaders, managers and employees – or peer-to-peer, from leader-to-leader or employee-to-employee, for example.

And when it's smart, this Internal Communication ensures your people are committed to achieving ground-breaking business results, by helping improve collaboration, productivity and performance.

It empowers them to deliver your business strategy by supporting the beliefs, behaviors and culture that shape this – and your company's future. It means that when speaking to customers, what employees say is positive – and increasingly, so is your brand and reputation.



For companies that do this well, the results are real and measurable. They create nearly 50 percent more total shareholder returns than their peers¹. They reach productivity and profitability rates that are 70 percent higher². And their employees are 70 percent more likely to understand how to meet customer needs³.

Smarter Employee Communication creates competitive advantage **TWEET THIS** (<http://ctt.ec/NbayU>).

Smarter Internal Communication sets you apart

In a global market as competitive as ours, your most valuable asset isn't products, processes or technology – it is the employee. **Melcrum's insights** (<https://www.melcrum.com/resources/research-reports>) show engaged and empowered employees have the biggest impact on competitive advantage.

While roles and responsibilities may vary, successful comms teams achieve this by:

1. Understanding employee audiences and stakeholders, and business objectives and outcomes, to improve **employee engagement** (<https://www.melcrum.com/what-is-employee-engagement>).
2. Developing a compelling **employee comms strategy** (<https://www.melcrum.com/internal-communication-strategy-planning-tactics>) aligned to the business strategy, and the right structure and skills to deliver these.
3. Equipping **leaders and managers** (<https://www.melcrum.com/leader-manager-communication>) to shape employee behaviors and attitudes, and drive business results.
4. Choosing **channels** (<https://www.melcrum.com/intranets-digital-social-media>) and **messages** (<https://www.melcrum.com/internal-communication-strategy-planning-tactics>) that educate and inspire each employee to deliver on organizational goals.
5. **Measuring the effectiveness of Internal Communication** (<https://www.melcrum.com/internal-communication-measurement-evaluation>) to demonstrate ROI, secure and sustain investment, and inform strategic planning.

"Companies with engaged and empowered employees are increasing their customer satisfaction by over 40 percent; improving profitability by nearly 30 percent; and boosting overall performance by 36 percent."

Source: Frost & Sullivan

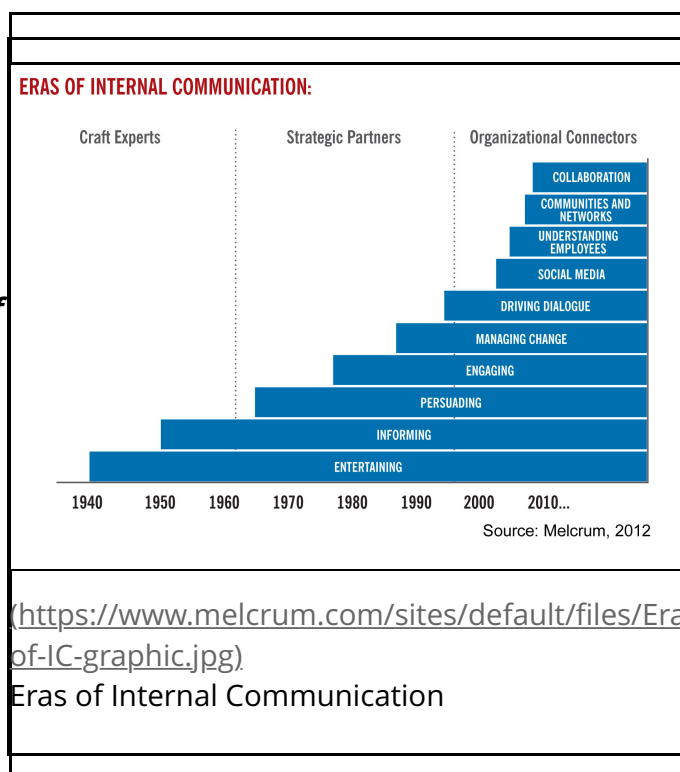
The future of Internal Communication

Eras of Internal Communication

Changing business practices and technologies, and employees who are more mobile, informed, vocal – and more influential than ever before – mean the remit of Internal Communication is also changing. Once craft experts, the go-to gurus for all things entertainment and information, today's internal communicators must be all this and more (**click on the *Eras of Internal Communication* image, right, for a larger version**). We're increasingly organizational connectors who also support strategy and create content.

It's a gear change that calls for new skills and a shift in the way we see ourselves and our role. To succeed, internal communicators need a sophisticated mix of skills – and a strategic and ongoing approach to professional development.

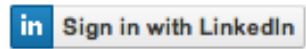
Melcrum's **Internal Communication Competency Assessment** (<https://www.melcrum.com/blog/meet-your-organizations-needs-think-about-competencies>), provides a structure and tool to achieve just that.



Effective Internal Communication is a business imperative for companies seeking to stand out. It takes creating the kind of culture and employee engagement that creates a competitive edge. **Success, in what is now an ever-evolving and connected world, depends on it.**

For more on what it means to be a member of Melcrum, see [melcrum.com/forum](https://www.melcrum.com/forum) (<https://www.melcrum.com/membership>).

¹Aon Hewitt
²Wright Management
³Wright Management



Comments

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