

# Internal Communications

**With Blanche Brann**



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# Building Stronger Connections Within Our Organization





# Internal Communications

Definition: Sharing information, ideas, and goals within an organization to foster collaboration and alignment

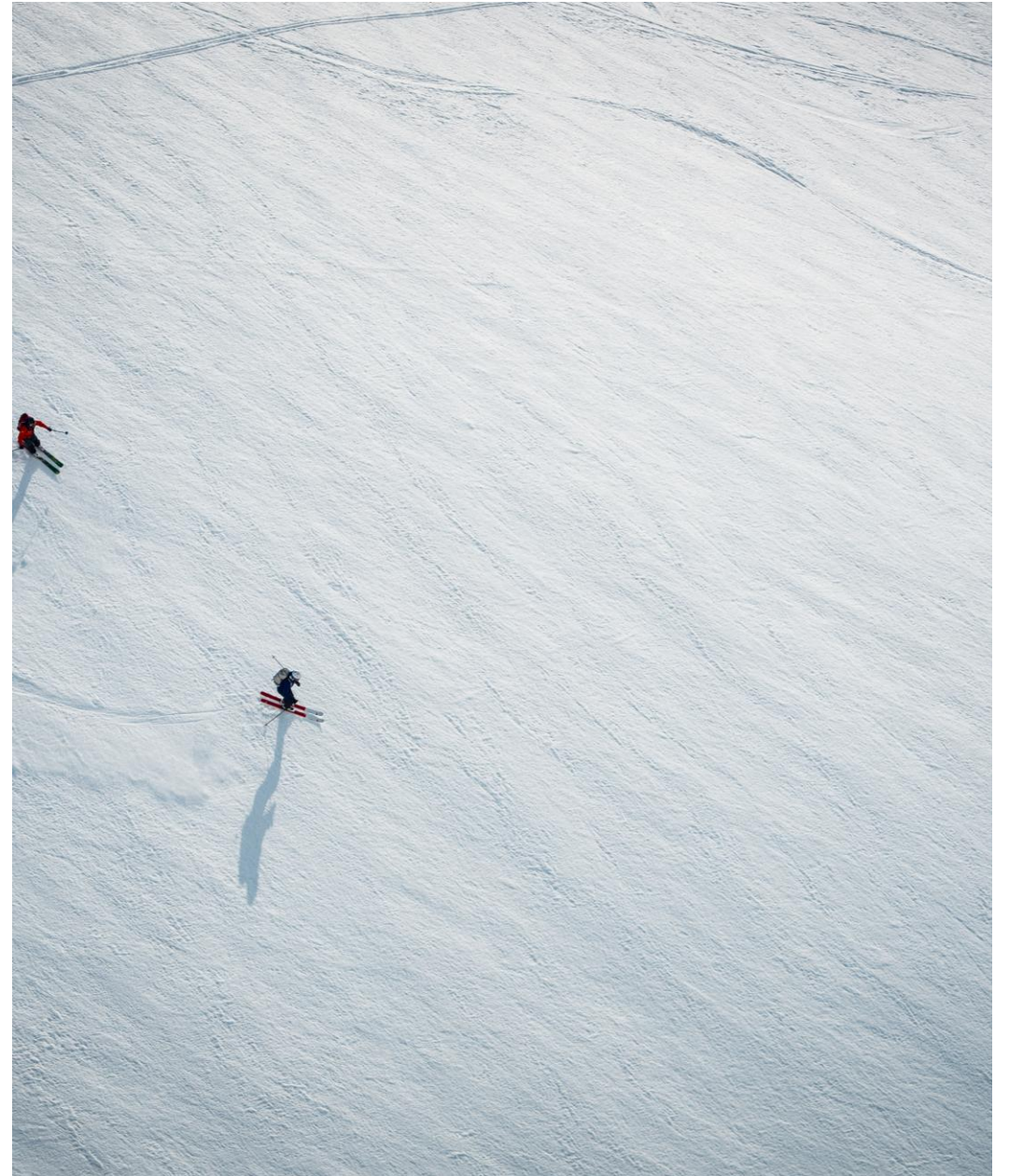






# Why It Matters.....

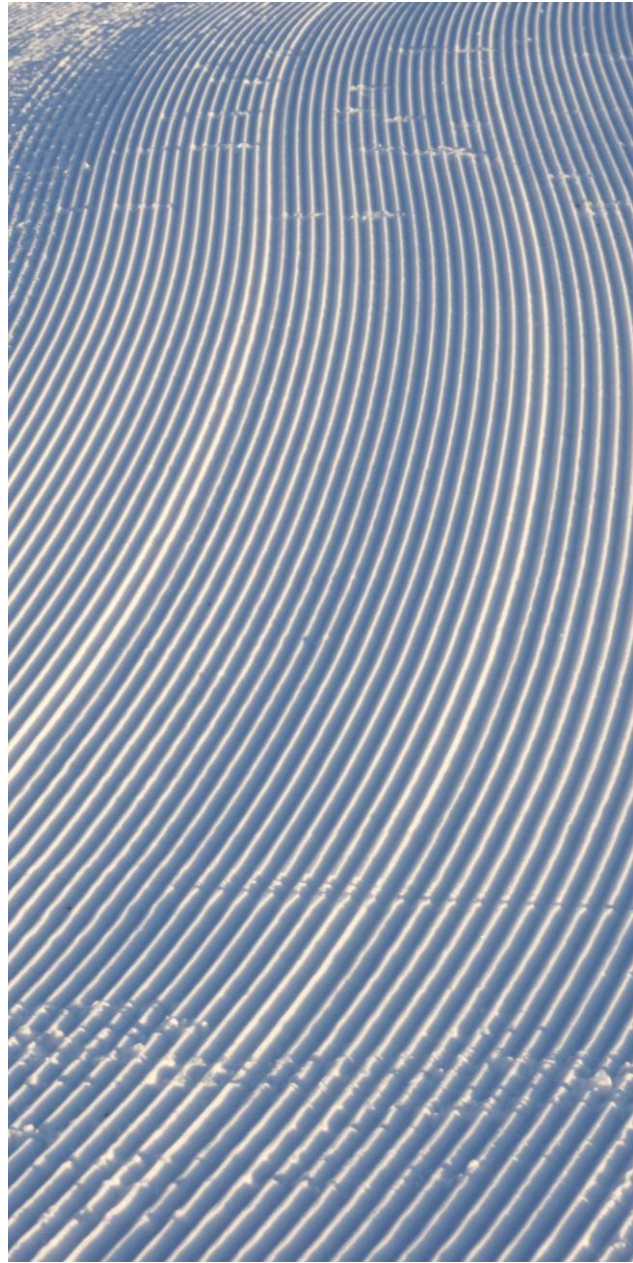
- *Drives employee engagement.*
- *Improves efficiency and productivity.*
- *Strengthens organizational culture.*



The background features decorative white leaf patterns in the corners. The top-left and top-right corners have clusters of several pointed leaves. The bottom-left and bottom-right corners have smaller clusters of leaves. The central text is framed by these leafy elements.

# The Goals of Effective Internal Communications

- 1. ALIGNMENT:** ENSURE EVERYONE UNDERSTANDS THE ORGANIZATION'S VISION, MISSION, AND GOALS.
- 2. ENGAGEMENT:** FOSTER A SENSE OF BELONGING AND PARTICIPATION.
- 3. TRANSPARENCY:** BUILD TRUST THROUGH OPEN AND HONEST COMMUNICATION.
- 4. EFFICIENCY:** REDUCE MISUNDERSTANDINGS AND IMPROVE WORKFLOW.



## Benefits of Strong Internal Communications

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- Improved employee morale and retention.
- Faster decision-making processes.
- Reduced misunderstandings and

# Current State of Internal Communications

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- Discuss the existing communication methods in your organization.
  - *Emails, meetings, chat tools (e.g., Slack, Teams), newsletters.*
- Highlight strengths, challenges and/or areas for improvement.
- HAND OUT - OPEN SENTENCES



# Fill in these Open Sentences

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**When I am included in the information of what's happening within my organization, I feel....**

**When I feel excluded from information of what's happening within my organization, I feel...**

**When I complete something, or accomplish something, I tell...**

**When I have a particularly successful thing happen at work, I tell...**





# WHO - WHAT - WHEN

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WHO	WHAT	WHEN	NOTES



# The Pitfalls of Poor Communication



**POOR COMMUNICATION** PREVENTS INNOVATION AND ENGAGEMENT. MANY MODERN BUSINESS COMMUNICATION TOOLS DISCOURAGE CONVERSATION ACROSS TEAMS OR ORGANIZATIONS. (NOBODY HITS “REPLY ALL” TO AN EMAIL FROM THE CEO.) WE NEED TO HEAR FROM THEIR EMPLOYEES TO TAKE THE PULSE OF THEIR BUSINESS, LISTEN TO IDEAS FROM THE FRONT LINE, AND HELP PEOPLE ENGAGE WITH THEIR COMPANY STRATEGY OR VALUES.

**INEFFECTIVE COLLABORATION** SLOWS PEOPLE DOWN. **94%** OF BUSINESSES IN A RECENT SURVEY SAID AGILITY AND COLLABORATION ARE CENTRAL TO THEIR GROWTH, BUT ONLY **14%** SAY THEIR COLLABORATION PROCESSES ARE WORKING WELL.

WHEN EMPLOYEES HAVE TROUBLE **COLLABORATING**—WHEN INFORMATION IS TRAPPED **IN SILOS, HIDDEN, OR HARD TO ACCESS**—THEY CAN’T DO THEIR JOBS TO THE BEST OF THEIR ABILITY. LACKING THE RIGHT TOOLS TO COLLABORATE CAN **SLOW** STAFFERS DOWN, **FRUSTRATE** THEM, AND INCREASE **STRESS** AND EMPLOYEE **TURNOVER**.

STAFFERS HAVE HIGHER EXPECTATIONS NOW FOR AUTHENTIC COMMUNICATION WITH THEIR BUSINESS LEADERS. MORE THAN EVER, THEY EXPECT TO BE **HEARD**. AND THEY **EXPECT TRANSPARENT FEEDBACK AND RECOGNITION** TO BUILD AND MAINTAIN **A SENSE OF BELONGING**.



# The Strongest Card in the Deck

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- . WHO
- . WHAT
- . WHEN
  
- . Example: **Volunteer Appreciation Luncheon**

# Nice v. Kind

Focus on Being **Kind** Rather Than **Nice**

A "nice" manager avoids tough conversations.

A "kind" manager shares constructive feedback. They care more about their team's development than being liked.

Kindness contributes **value**, while niceness robs others of growth.





# THE WHO < WHAT < WHEN

Everyone is in the KNOW, ex., luncheon

- **Each Person knows what the other is doing**
- **Each Person is accountable to the other.**
- **Each person keeps updates on their progress.**
- **Weekly updates sent each Friday, before leaving for the weekend.**

<b>Who</b>	<b>What</b>	<b>When</b>	<b>Notes</b>
Mary	Guest List	1/31/25	ok
Edward	Invitations Sent Out	2/10/25	Missing new logo from Dale
Joan	Food	1/31/2025	Waiting for meeting notes from Jack
Jack	Decorations	2/10/25	Ok
Dale	Invite Design	1/31/25	

# Strategies for Effective Internal Communication

- **Establish Clear Guidelines:**

- *Define what information is shared, who shares it, and how often.*

- **Prioritize Two-Way Communication:**

- *Create spaces for employees to provide feedback and ask questions.*

- **Tailor Messages for Your Audience:**

- *Adjust tone and content depending on teams, departments, or roles.*

- **Leverage Technology:**

- *Use tools like intranet platforms, collaboration apps, and video updates.*

- **Celebrate Success:**

- *Acknowledge achievements, milestones, and contributions.*

- **START USING THE WHO WHAT WHEN**



# Challenges and How to Overcome Them

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- **Information Overload:**

- *Solution: Streamline and prioritize communication.*


- **Lack of Engagement:**

- *Solution: Make communication interactive and inclusive.*

- **Remote and Hybrid Workforces:**

- *Solution: Use virtual communication tools and regular check-ins.*

- **Inconsistent Messaging:**

- *Solution: Use templates or centralized communication systems.*
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# What's Wrong With Bragging?

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- **Be Proactive About Communicating Your Work**
- **Schedule Check-Ins**
- **Align Your Work with Their Priorities**
- **Ask for Feedback**
- **Involve Others in Key Milestones**
- **Give Credit to Others (Including Bosses)**
- **Showcase Results During Reviews**
- **Build Relationships with Others**
- **Politely Advocate for Yourself**
- **Know When to Escalate**





# Share Your Amazing-ness

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- On the 3x5 cards in your folders please write down 1-3 accomplishments, be they be personal or professional.
- Then we will share them as a group.
- **SHOUT IT FROM THE ROOFTOPS!**



Thank you

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