



Understanding the concept of internal communication



Customers will
never love a company
until the employees
love it **first**.

~ Simon Sinek

Internal communication encompasses all acts of communication that occur within an organization. It is part of a social perspective, meeting the information expectations of employees. They need to understand where the business is going, to be recognized for their skills and to be listened to. Internal communication helps to create an entrepreneurial spirit, to motivate people. Among the major challenges of internal communication, that of the restoration of trust seems major.

She is often poorly mastered. The same errors are found: gap between external and internal communication, poor feedback of information, etc.



THE INTERNAL COMMUNICATION STRATEGY

Internal communicators have to make their boss talk more:

- The employee is a human being made of reason and emotions. The boss should not be the one who knows but the one who shares.
- Young people dream of Steve Jobs, Richard Branson, etc. The ideal boss is inventive, open, visionary.

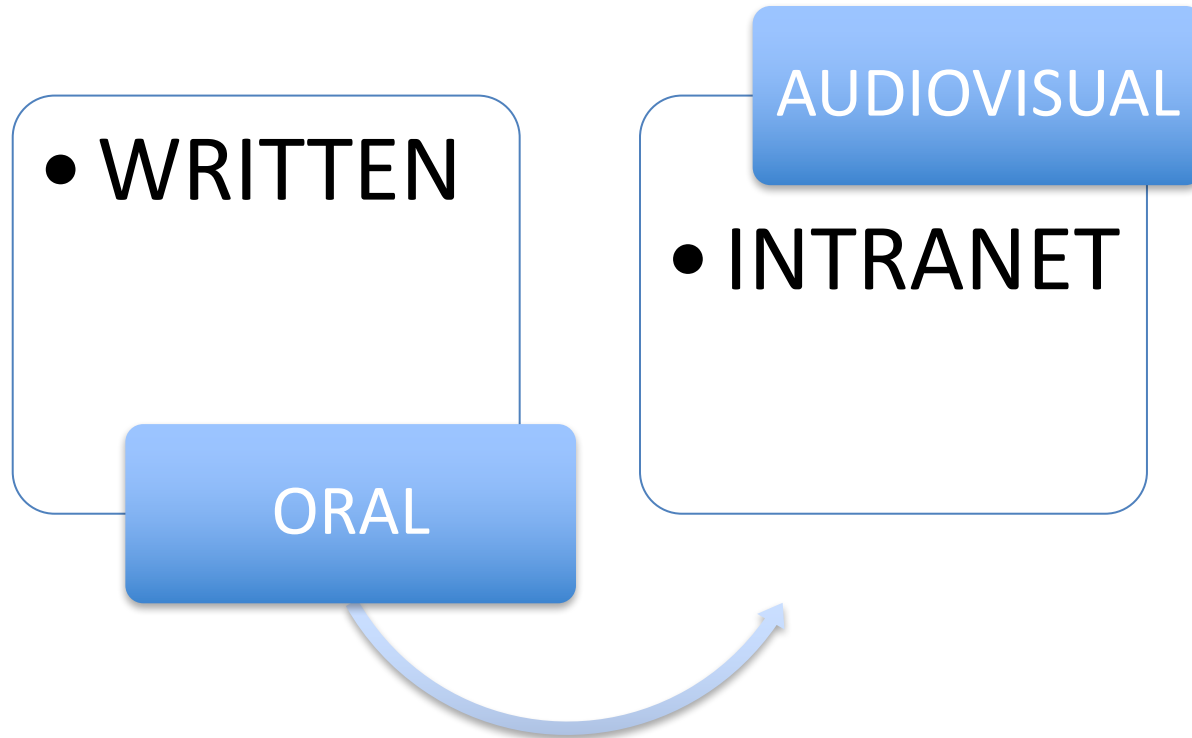
THE INTERNAL COMMUNICATION STRATEGY

The recipients of the information have little time. Good information is:

1. Fast. Served hot, to prevent rumors from doing the job.
2. Simple. It is better to avoid specialized vocabularies.
3. Interesting. It must bring new elements.
4. Selective. Over-information leads straight to misinformation.

To build a consistent picture, messages that are broadcasted externally and internally within the organization must be in sync. Any image policy starts internally, because the staff is the first ambassador of the company.

The image of an organization depends on the image of the people who live there: an internally motivated staff makes a company loved outside.



The organization that wants to broadcast a message has the choice between 4 modes of transmission: written, oral, audiovisual, intranet. The choice depends on 3 elements: the nature of the message (what?), the personality of the transmitter (who?), the quality of the receiver (to whom?).



Writing is the first vector of internal communication.

- The note and the report. Whether it is a memo (which formalizes guidelines) or a report (which take summarizes a meeting), written documents are one of the main supports.



- The display board. It is a mandatory support, inexpensive, easy to set up and manage. It is suitable for occasional, simple information, not requiring heavy argumentation. It carries all types of messages, and must be well located.



- The idea box. The principle is simple: each employee deposits anonymously or not his suggestions. The idea box has two advantages: to improve the production process and innovation and to foster a good internal climate, by allowing employees to express themselves and ensuring they are heard. Recently, the suggestion box has undergone two changes: the appearance of the intranet and the limit of practice to particular operations.



- The leader's mail. The leader can motivate his staff, evoke a burning theme. The interest lies in the personalization of the message. Its impact is certain: the letter is read by all. Just be careful not to banalize the process.



- The internal newspaper. It is one of the privileged supports of the internal communication.
It must be an information medium, but leave room for distraction.



- The information flash. It is a particular variety of internal newspaper. It is nevertheless flexible (depending on the news, urgent and important message).



- Press review. The more it sticks to the interests of its recipients, the more it will be read. It is therefore often better to make several.



- The book. It is a very popular tool, to celebrate a milestone birthday, to put the company in the history of its time or to transmit to the new generations the roots that have made it what it is today.



ORAL, THE MOST IMMEDIATE MEANS OF EXCHANGE

Speaking is the most natural, the most immediate means of exchange.

- The meetings. They bring the best and the worst. The best if they are limited in frequency and prepared in their content. The worst, if they are numerous and anarchic.



- The gatherings. Visits to workshops, factories, open days, etc. All have the same goal: to provoke exchanges between employees of the same organization.



- The convention. It is a meeting of a large number of employees in a unique place to convey messages and listen to expectations: explain a strategy, introduce new products, make workshops, etc. It's also good to have fun to improve the feeling of friendliness.



- The phone. The open line for employees: it's a matter of devoting an internal number to questions and ideas.
The phone newspaper: it is to provide employees with a telephone line leading to an answering machine periodically broadcasting information on the life of the company.



- Videotransmission. It can be done when a CEO wants to speak to all his employees.

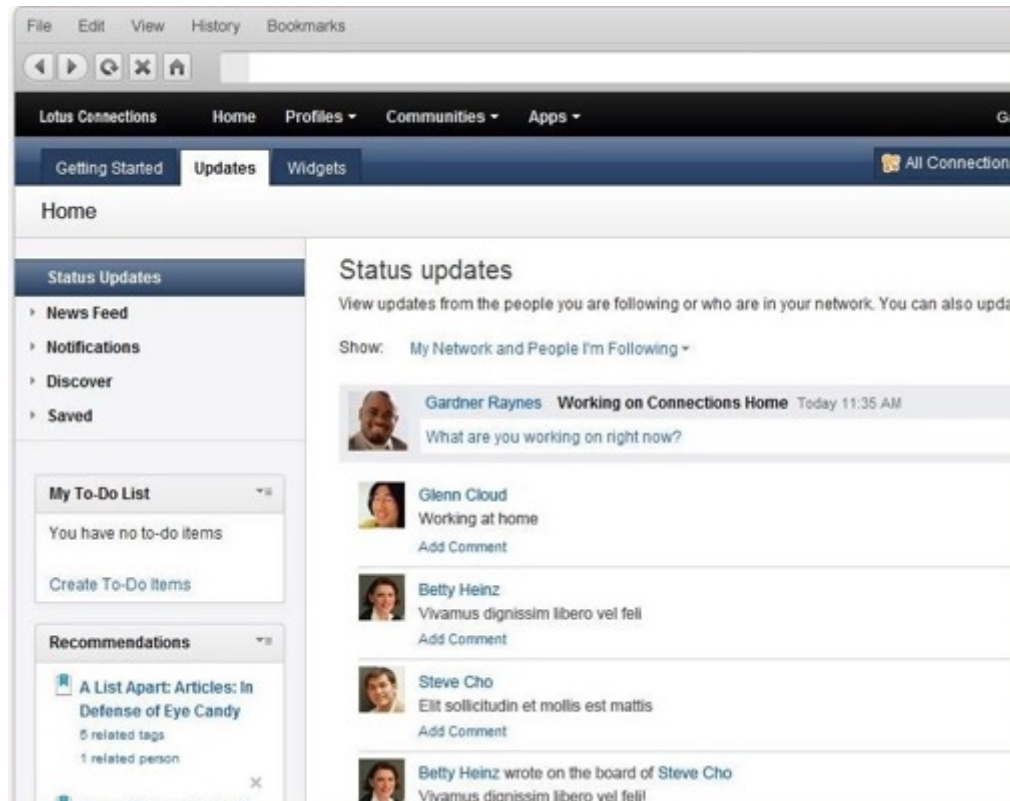


FROM INTRANET TO CORPORATE SOCIAL NETWORK

The intranet is a private enterprise network that uses clean Internet technologies, and is one of the best examples of the living nature of communication. On the Intranet, we communicate on the news of the company, the human resources, the administrative procedures, the documentation on the products and services, the projects, the trades, etc. But information is not everything, because we find other functions:


1. Access the contact databases of other services
2. Work together and simultaneously on the same document
3. Discuss, debate, hold meetings and meet remotely
4. Establish and consult the schedule of a project, be able to pilot it
5. Access daily work applications and administrative forms

The Intranet space functions as an office from which multiple tasks can be performed.



CORPORATE SOCIAL NETWORKS

The corporate social network offers employees the opportunity to form communities of interest on professional and extra-professional subjects. The main motivation of organizations is to promote collective work. They induce changes in mentalities and modes of operation: no need to be in the same place to share ideas, professional links are created based on expertise and interests. They are outside any hierarchical channel or geographical separation.



A great relationship has great communication. That means knowing how to effectively express yourself and how to listen properly.