

## Tools and templates



### What's missing from the way your business communicates internally?

They say that “communication is king”, and when it comes to your business, that couldn't be more true. Internal communication within your business helps to:

- Keep each member of staff informed to changes, implementations and new developments
- Foster a culture of transparency from the top down
- Get everyone onboard and generate staff advocacy

### Are you communicating effectively with your teams?

Communicating with your company may seem straightforward, but your internal communication scheme needs to be inclusive, consistent and open for it to work properly.

Use the checklist below to determine what's missing from your internal communication strategy and what can be improved:

- Perform an audit on your current communications:
  - How often are you communicating?
  - What is the nature of these communications?
  - What is the response to these communications?
  - Is there scope for two-way communication?
- Does your business have a cross-departmental team which can help communications sit effectively with each team?
- Have you asked employees what kind of communications they want to receive?
- Determine communication objectives – do you know what actions you want to see?
- Do you have an idea of the metrics that will show the success or failure of the communication?
- Have you worked out your different audiences within the business and tailored communications to them?
- Is there an effort to avoid overwhelming employees with too many communications?  
Employees will invariably have a lot to deal with and digest on a daily basis
- Do you share positive communications and feedback on social media and encourage employees to like and share?