



IMPROVING YOUR INTERNAL COMMUNICATION

Good internal communications are an essential ingredient of business success. Companies that might be very good about communicating with suppliers and customers often fail to give their internal communications the same degree of attention. Keeping team members informed about company activities is an essential tool for motivation and retention. In the absence of information, speculation and rumor abound, and inefficiencies take root.

Successful communication is based on trust and openness

Communication needs to flow from those who manage the business to the people they manage. However, successful internal communication is not a one-way street. All the component parts of a business must communicate well with one another, top-down, bottom-up, and across business divisions. A positive attitude towards dialog and openness in communication are prerequisites. By listening to team members, a manager can often learn about the barriers preventing a goal from being achieved and find a way to an appropriate solution. The effect of this internal communication determines the success of the entire company.

Set up the right communication methods

Good internal communication will only come about through an investment of time and money and should be linked to the objectives and culture of your business. Different methods of communication may be needed for different groups within the company. Some sections will require specific information not needed by other parts of your business. First, identify the various audiences - senior management, production personnel, sales and marketing for example, and the types of information each requires. Then determine the communication methods each audience needs to both send, and receive, this information.

For many types of information, employees prefer to receive news face to face. Encouraging face-to-face meetings between people strengthens internal networks leading to improved collaboration, problem solving and staff morale. Your executives and managers need to be good communicators to convey their ideas convincingly. Their behavior must be consistent with what they are saying, both formally and informally.

Thanks to developments in technology there is a wide range of communication methods you can use. This includes cellular phones, the internet, a company intranet, emails, regular meetings and the traditional printed pieces such as newsletters. For employees to do their jobs properly, they must be continuously informed. Here, in-house magazines and newsletters help to create a more cohesive understanding of the brand mission. Newsletters can also reduce fears and anxiety perpetuated by rumors.

The role of your staff

Once the objectives have been determined you need to audit current communication systems and identify what additional pathways or technologies need to be introduced to meet them. Those who use the system and depend on it are well placed to assist in this task. Make sure your employees are clear about the necessity of their active participation. The best communication environment will fail if people are not willing to make use of it.

Conclusion

Information is a powerful business tool and making it accessible to those who need it is part of optimizing your business opportunities. MFB Resultants can help your management to do a thorough evaluation of the communication methods and systems that will give everyone in your company the information they need, when they need it, and in the format they require.

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