

Internal Communication

„The focus of internal communication function has shifted from pursuing outputs to achieving outcomes – and that is a significant step forward.“

Matt Goring,

Vice President of global marketing and communication at Rockwell Automation



Supreme Audit Office
Czech Republic

What about your monday morning? 😊

**Meet
Mike!**



Goal of internal communication?

Happy employee?



Goal of internal communication?

Efficient employee?



Goal of internal communication?

Engaged employee!



Engagement of employees

Worldwide, **only 13%** of employees
are **engaged** at work.

Source: Gallup, State of the Global Workplace, 2013



Engagement is worth it!

Sick days



Engaged:

2,69 sick days

Not engaged:

6,19 sick days

Source:
Engagegroup.co.uk

Innovations



Engaged:

59%

Not engaged:

3%

Source:
Engage For Success, 2014 (UK)



Engagement is worth it!

Productivity



Engaged employees are about **18%** more productive.

Source: Engage For Success, 2014 (UK)

Fluctuations



Companies with **high engagement** of employees have about **40** lower **labour turnover**.



Not engaged? Problem!



Tools of internal communication

Traditional

- Intranet
- Magazine, news letters
- Notice boards/TV
- Meetings with management
- Social platforms on intranet (sport, etc.)
- Competitions/events

Less traditional

- Opinion polls
- Videos
- Question boxes
- Events for families of employees
- iPhone and iPad applications
- Proper internal net

More attractive internal communication?

Write about employees

Ask for the **opinion**
of employees

Once you know
the opinion work
with it and let
them know about
the **result**

Bring the employees
into the **creation**
of content

Show their **faces**

Make the **movie/newspaper**
star of them



Thank you for your attention.