

LET'S TALK INTERNAL COMMUNICATIONS





LET'S TALK INTERNAL COMMS

At The Tricycle Collective we love to talk about internal communications. Over the last 20 plus years we've worked with a myriad of clients to help onboard, engage and inspire their employees. Here's a few tips we've gleaned along the way.



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THE IMPORTANCE OF ENGAGED EMPLOYEES

Employee engagement is a relationship - one between the employer and employee. This relationship is defined by people wanting to be present, wanting to do their best work and then, most importantly, wanting to stay as an integral part of your organisation.

And this is not just a “feel good” notion. Businesses with highly engaged people can achieve a 41% reduction in absenteeism, a 17% increase in productivity and 24% less turnover in staff.¹

Strong relationships are based on mutual respect. So, when people are engaged, aligned with the employer’s values and goals - they too will bring their best to the table and help deliver the best possible outcomes.

For everyone.

[1\) Engagement as a business strategy yields better results](#)

CHANGE THE FACE OF COMMUNICATION

The workplace, and indeed our work habits are constantly and consistently changing at a pace that can sometimes feel daunting. Resisting change is futile, it's far better to embrace the possibilities it presents.

Employees now have very clear expectations when it comes to communication in the workplace. They want the right information, right now. They want it to be personalised so that it resonates with them, and is delivered in a way that they prefer.

Should we blame technology and millennials for this change? No... Blame is just a waste of energy. So let's use that energy to embrace the technology, embrace the change.

Employees will always crave that dopamine hit² that traditional face to face relationships provide, but nowadays, new technology is allowing us to "get" what people are thinking and feeling without being in the same room.

It's still social, it's a relationship and it's still communication.

[2\) Surprising reason we check our phones 150 times a day.](#)

WOULD YOU TALK TO CUSTOMERS LIKE THAT?

Essentially, there's the relationship between a company and its employees, which in return defines the relationship between the company and the customers. It's true, great customer experience starts with an exceptional employee experience.

You've probably heard of Richard Branson who once said, "If you look after your staff, they'll look after your customers. It's that simple³". Well yes and no.

Yes, we believe this is true, but no, it's not that simple. When talking to employees it's important to consider how emotion plays a part in effective communication. The aim is to move from transactional to emotional engagement⁴. The values of your organisation and how they are embedded in the culture is key to achieving this level of engagement. Every business, regardless of its size should have well defined values that are present in the everyday language of the business.

Your customers will feel the difference.

[³ Look after your people and...](#)

[⁴ Emotion V Rational](#)

PLAN TO IMPROVE

Internal communicators have a lot on their plate. Often just the business as usual communications is enough to cause sleepless nights, right? And then there's the increasing pressure to ensure employees feel like they are valued and that they enjoy their work.

We know also know that you can't put this on the back burner.

Effective communication in the workplace is paramount. Without it, we can't build, innovate, provide exceptional services, engage employees or satisfy customer needs.

That's why we need to build a sound internal comms strategy that is:

Specific > Measurable > Attainable > Relevant > Time based

Keep in mind it's not about "just" using convenient channels, but considering new avenues that people now feel comfortable with.

Finally, it's not about standardising but rather personalising messages. The rise of "social technologies⁵" enables this type of personal communication and suggests that it needs to be part of your communication strategy.

[5\) Social technologies, the future of collaboration](#)

KEEPING IT REAL

In today's landscape it is becoming harder or less convenient to have face-to-face communication as a consistent and core part of an internal comms strategy. Technology has taken over in fulfilling many of these communication requirements.

However face-to-face should not be relegated to the too hard basket⁶.

There are time when being present in person is really important such as; when there are significant changes or crises in the business, there is a need to build or maintain trust in leaders, when discussing remuneration or performance, mergers or integration of businesses, team building or launch of a new brand offer are a few examples.

Perhaps the most important reason for ensuring there is a sufficient level of face-to-face communication, is simply because we are human. We all appreciate a real connection, a real conversation. As people we like to feel a sense of togetherness.

⁶) [Face-To-Face Communication in the Digital Age](#)

VIRTUAL OR NORMAL?

2020 will sit in people's minds as a significant period of change - on many levels, both personal and professional. It's a year no one will ever forget. But one thing it will be remembered for is when 'virtual interaction became the normal'.

The shift from video meetings being odd, complicated or an uncomfortable oddity in our working lives, has well and truly happened. Why? Because we like the greater sense of connection it gives us when we can't be together physically. The ability to harness non-verbal communication, such as hesitations, head, and hand movements and certain body language greatly improve communication. Plus there are numerous business reasons for videoconferencing⁷. So there is no doubt that 'virtual' is here to stay and will markedly change the way we work and communicate post 2020.

This actually opens the door to take a step beyond video conferencing, something more than just another zoom. Virtual reality⁸ has been lurking in the background of communication for a long time now. Perhaps the next step of fully immersive internal communication and collaboration is only just around the corner.

⁷) [The clear benefits of video conferencing](#)

⁸) [The rise of immersive technology for better communication](#)



THANKS FOR YOUR TIME

Internal comms is a big issue and our thoughts here are only scratching the surface, but as we said we love to talk about internal comms. If you're looking for some help or advice in this area, then please do [get in touch](#).



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