

What's Missing From Your Internal Communications Strategy?

> New 2022 Research



Creating a happy and engaged workforce requires effective internal communication. Our latest research addresses the communication challenges that organizations face right now, key trends for 2022, and how to build a strong internal communications strategy.

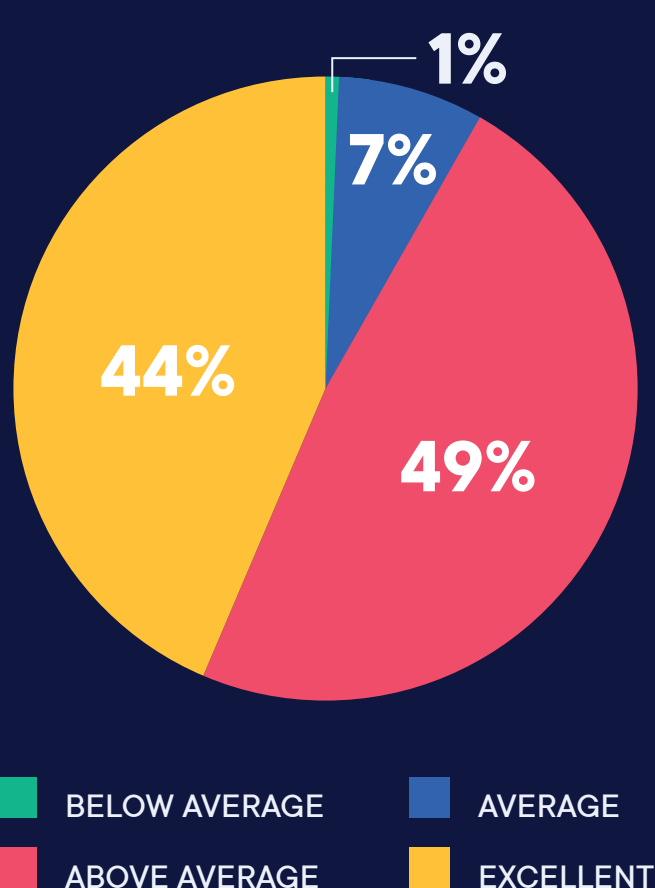
TOP THREE CORPORATE COMMUNICATION TRENDS FOR 2022:

1. Improving employee engagement and experience

2. Employee wellness and mental health

3. Personalized internal communications

HOW WOULD YOU RATE THE CURRENT STATE OF YOUR ORGANIZATION'S INTERNAL COMMUNICATIONS?



59%

of our respondents said they feel better connected to the rest of their organization when working remotely.

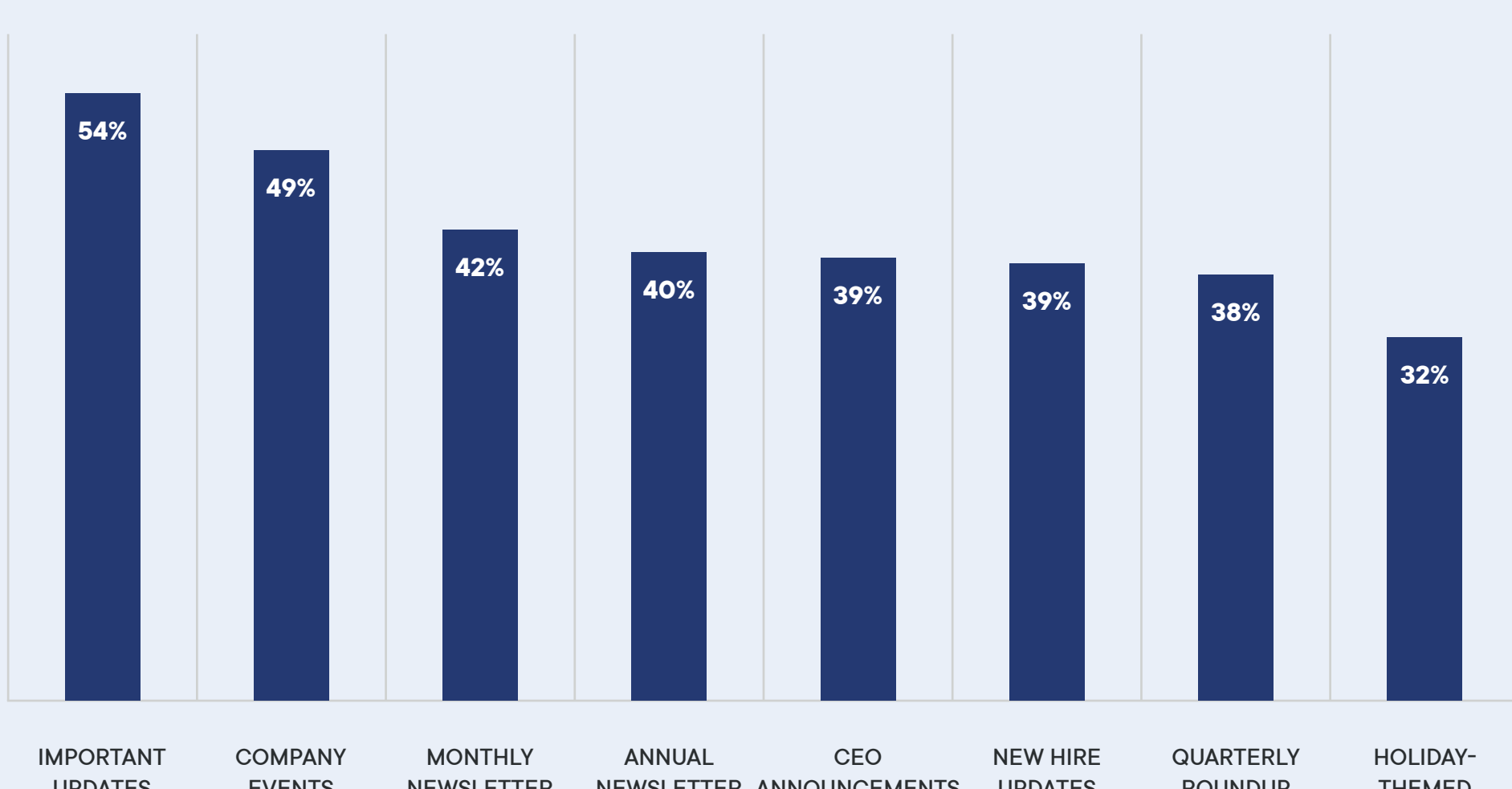
20%

of VPs feel leadership/stakeholders are not engaged.

28%

of managers feel communications are not structured or connected.

WHICH TYPES OF UPDATES DO YOU ENJOY RECEIVING? (TICK ALL THAT APPLY)



Update preferences vary depending on department:

Marketing, Sales and IT professionals prefer to receive important updates



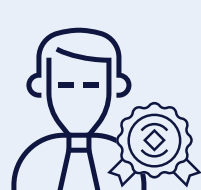
Finance professionals prefer company events



HR professionals prefer CEO announcements



WHAT DO YOU FEEL IS MISSING FROM YOUR ORGANIZATION'S INTERNAL COMMUNICATIONS STRATEGY?



37%

want a more personalized approach to internal communications



35%

want more variety in the content formats



30%

want an easy to use platform