

# How to Better Align Communications for a Large Workforce

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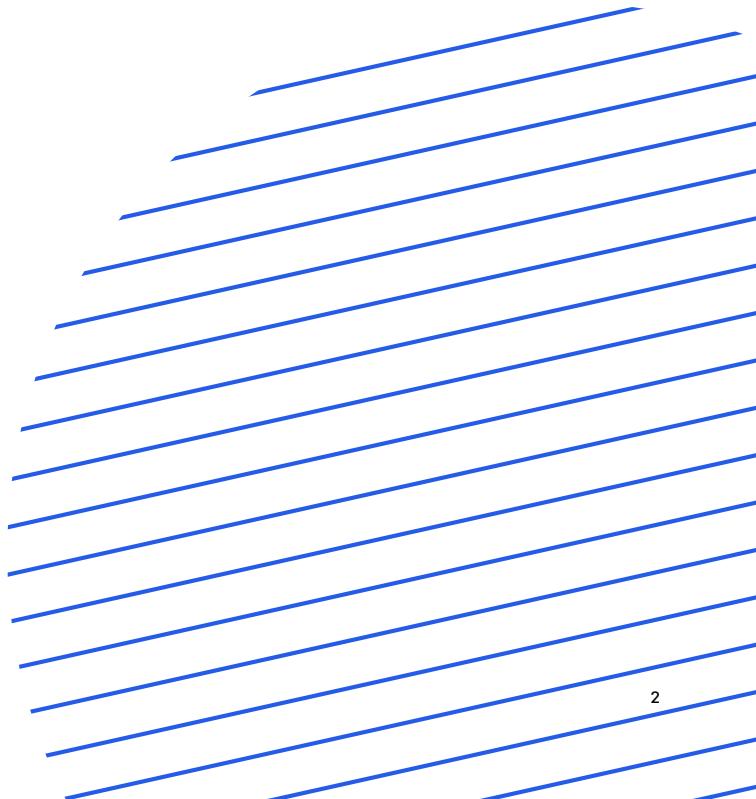
Effective communication is the key to better collaboration and productivity at work. Not only does good workplace communication align employees with company goals but it heightens job satisfaction and loyalty, fuels innovation, and builds a culture of teamwork and trust.

Yet, communication is problematic in many organizations, with large enterprises facing the biggest challenges. According to Gallup, only 7% of US workers strongly agree that communication is accurate, timely and open in their place of work. That's over 90% of employees who don't feel that communication is up to scratch.

The research also tells us that communication is missing the mark so badly in some companies that workers are driven to quit. But there are countless communication tools and platforms available to businesses, so why are employers struggling to reach the modern workforce?

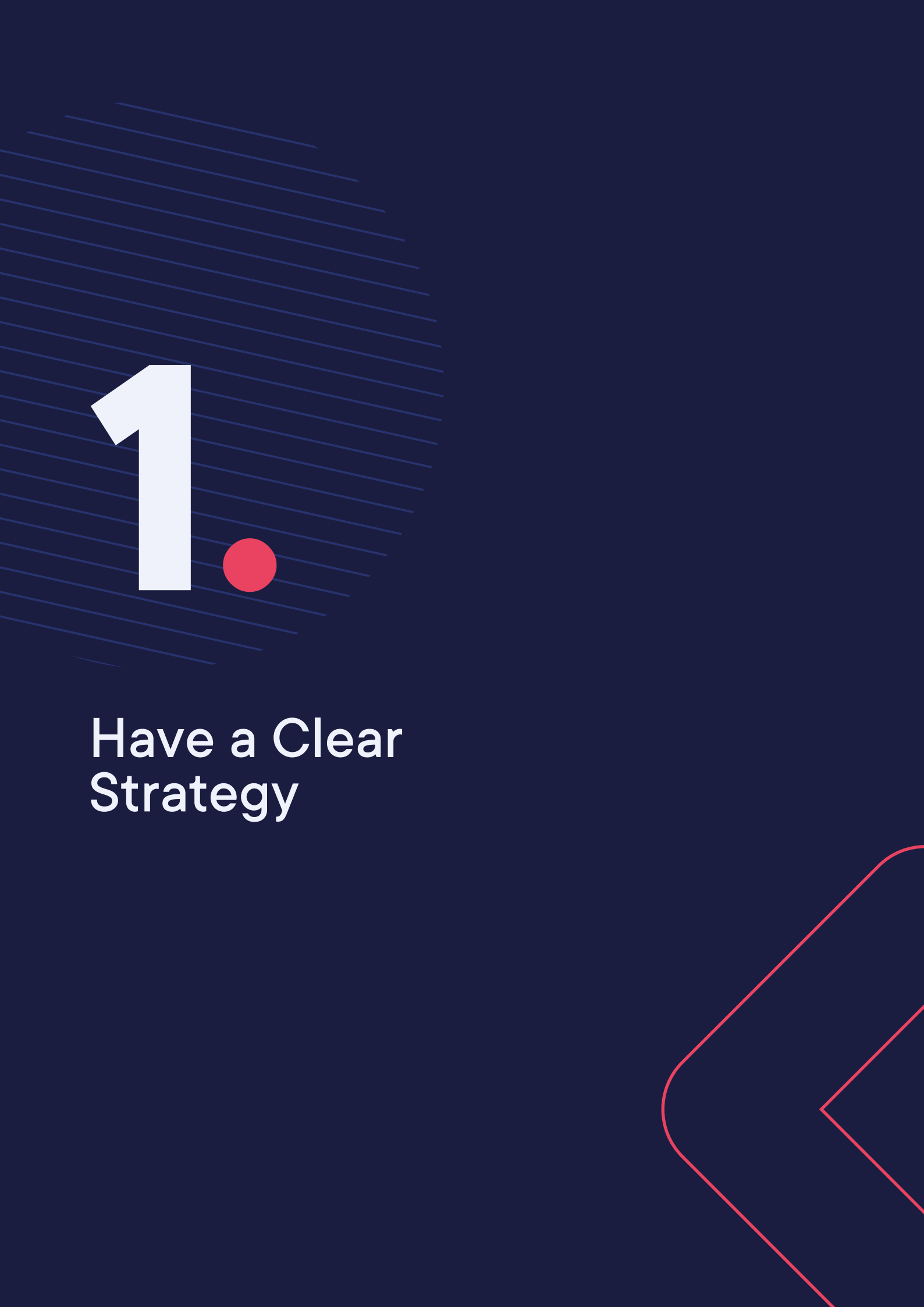
One of the biggest challenges facing organizations, particularly those with a large or distributed workforce, is lack of engagement. In Gallup's State Of The Global Workplace Report, the numbers indicate that as many as 85% are actively disengaged at work. This means workers aren't motivated to do their best and the global economic consequences are approximately \$7 trillion in lost productivity.

To improve communication, engagement and staff retention, organizations will need to take a holistic approach and establish ways to communicate with workers at every level, across all locations. This guide looks at the necessary steps to build a meaningful connection with the wider workforce.



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1.

Have a Clear  
Strategy



# 1. Have a Clear Strategy

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Having a strategy for communication is key. A solid strategy ensures that information is distributed equally and regularly across your business.

On the flipside, going in blindly and having poor communication leads to workplace misalignment. This will manifest itself in various ways:

- A lack of employee motivation
- Lower productivity from business units
- Confusion over business goals
- Barriers to effective project management
- Misinformation being spread in the workplace
- Organizational silos and duplicate work

Companies that have no communication strategy in place will find it much harder to engage with the workforce. They'll also struggle to attract or retain top talent, so knowing what you're trying to communicate is important.



## UNDERSTANDING ORGANIZATIONAL ALIGNMENT

Organizational alignment happens when the entire workforce understands, shares and works towards the company's vision and goals.

There are four areas of employee alignment:

- **Role Alignment**  
This begins with having the right people in the right positions.
- **Goal Alignment**  
How can you help employees align their personal goals with the goals of your business?
- **Team Alignment**  
Employee-team alignment requires effective collaboration and the right application of skills in the right areas.
- **Organizational Alignment**  
Do employees value and believe in your company as a whole?  
Do they support your long-term strategy? Do they understand your culture?

In order to get all areas aligned, businesses must first establish clear messaging and create lines of communication that open up conversations.

## THE K.I.S.S PRINCIPLE

Your strategy and messaging should be built on the K.I.S.S (Keep It Simple & Straightforward) principle. Remember, your teams are busy with day-to-day tasks so complicated content isn't going to sink in.

It can be tempting to add clever jargon to the mix but to avoid confusion, always opt for clarity. Every industry has its buzzwords but convoluted language can alienate your employees and come off like corporate gibberish.

Focus on one key takeaway at a time and get to the point so your audience doesn't lose interest. Your content should also provide clear actions if you require employees to change or do something.

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# 2.

Choose the Right  
Channels



## 2. Choose the Right Channels

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To align your organization, you need to effectively communicate strategic goals to every single employee. This includes in-house teams, permanent and part-time staff, flexible or freelance contractors, remote workers, and teams spread across multiple locations and time zones.

Larger organizations face more challenges when it comes to reaching workers and problems can be heightened when it's a large, complex and heterogeneous workforce. For companies facing this type of challenge, content relevance and transparency of culture are paramount.

Furthermore, when the workforce is distributed, there can be increased problems with communication. With 70% of employees wanting a hybrid or remote working style post-pandemic, it's important to think about different channels and how you can reach different audiences within your business, whether they're in the office, at home or on the go.



## EMPLOYEE ENGAGEMENT PLATFORMS

Some of the main barriers to effective communication in large organizations are information silos and lack of employee feedback. With employee engagement software, businesses can have a centralized hub to create, organize and distribute content. These platforms also come with feedback capabilities such as polls and surveys.

Cloud-based apps that are accessible on any device, in any location, are best suited for today's hybrid working environment. Even for organizations that operate mostly in-house, mobile capabilities matter.

Studies show that over **60% of all US internet traffic is from mobile**, not desktop. Plus, many employees will also want to access information while traveling, at meetings, or when they're away from their desk.

## DAY-TO-DAY COMMUNICATION TOOLS

As well as having a digital, mobile-optimized platform to communicate with employees, there also needs to be reliable communication tools in place for teams to stay in touch with each other, and for managers to stay connected to individual team members.

In organizations where face-to-face communication is not always possible, video conferencing can be a great way to stay connected. Online messaging and chat tools should also be provided to allow for seamless team interactions.

Effective workplace communication isn't just about conversations between management and employees. It's about the sharing of information company-wide, between co-workers, within teams, and across different departments. By creating easy lines of communication for all, businesses can break down data silos and get the entire workforce aligned on the same goals and objectives.





3.

Use Different  
Content Formats



### 3. Use Different Content Formats

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In addition to choosing the right channels, internal communication managers should also think about different content formats to engage with diverse audiences in a variety of ways. The key is to make it fun and appealing.

We're in the age of content fatigue where email inboxes are overloaded with hundreds of messages. To capture the attention of your employees, use a mix of content formats.

Here are some ways to get creative with your content:

#### VIDEO

Using video is one of the easiest ways to reach your employees. It's an efficient tool for getting your message across, and it produces a higher engagement rate than blogs or emails.

Many time-poor workers prefer video content too. This is because watching video content isn't as time-consuming as reading text and videos are more interactive, which means you can hold the audience's attention for longer.

It's not just enough to create video content, you also need to deliver it in an immersive environment for it to truly engage. You can do this with a **simple, centralized video management platform** that facilitates interactions and improves the overall experience.

#### INTERACTIVE CONTENT

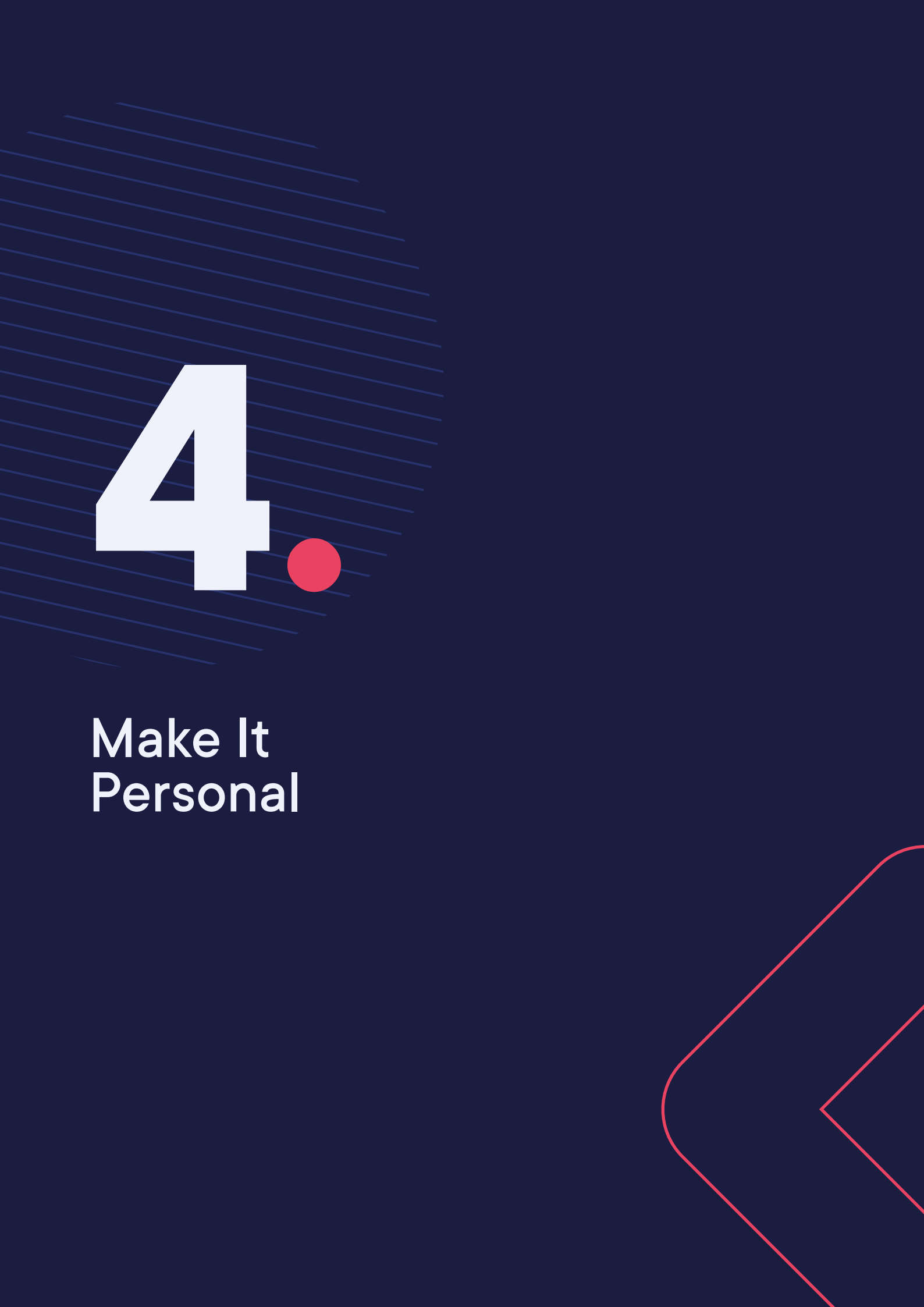
Like video, other types of interactive content can increase engagement because of the active participation required from the audience. Formats such as interactive quizzes, polls or surveys and interactive infographics all demand input from the reader/viewer.

Higher interactivity in content also enhances recognition and recall memory, making it a smart option for sharing important company data.

#### EMPLOYEE-GENERATED CONTENT

By letting employees create their own content, you're paving the way for two-way communication. You're also empowering your workers to share their thoughts, ideas and opinions and making them feel truly connected to your business.

Employee-generated content examples include social posting, videos or blogs and articles. You can even incentivize content creation, with prizes for the most-viewed or most-shared content.



4.

Make It  
Personal



## 4. Make It Personal

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Personalizing content is also important if you want it to get the readership it deserves. Less than **10% of companies** offer a personalized employee experience, despite hyper-personalization being hugely beneficial to productivity and relationship-building between employees and their employers.

Just like marketing to your customers, email blasts won't get the results you want. Leverage personalization and apply a targeted strategy to make employees feel valued and special. This approach also ensures that your content is relevant to the right people.

Segmentation is a good place to start and as businesses have more data on their employees than they do their customers, creating segments for content should be easy. When the data already exists, not adopting personalization is a huge missed opportunity.

### EFFECTIVE TARGETING

When it comes to getting your workforce to sit up and take notice, the key is to remember that an employee's time is valuable. They're dealing with information overload every day while also juggling a number of responsibilities. Your communication has to be relevant to them and their needs.

If you're collecting demographic data, go beyond the common markers and try to get to know workers as individuals. Learn about their interests and tailor content to different groups within your company.

### PERSONALIZED PLATFORMS

Employee experience platforms can adapt to each user, offering personalization similar to popular social media platforms.

To make personalization easy to execute for communications managers and employee experience managers, choose a platform that has low-code customization capabilities.



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5.

Improve Two-way  
Communication



## 5. Improve Two-way Communication

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Communication is only ever effective within an organization when it runs smoothly both ways. An internal communication strategy shouldn't just be a way for employers to blast out company news and drill in company goals and objectives.

The strategy should lead to bidirectional communication, allowing for employees to have their own voice within the company.

Open communication only happens when people feel empowered to share their thoughts without fear of repercussions. The goal for employers and managers is to create a safe environment for teams to have honest discussions. However, this is easier said than done and it's not a phenomenon that happens overnight.

### CHANGING THE CULTURE

Two-way communication is a cultural trait that an organization can cultivate with practice. This usually begins with a culture shift. In order for this to take place, there has to be executive buy-in and top-down support.

Leaders and managers at the highest level need to have a people-centric approach and also a willingness to change attitudes and mindsets. Furthermore, they have to lead by example and practice openness in their own management style.

Changing an outdated culture should be a top priority and leaders have to take the necessary action to implement change, not just talk about how important it is.

### LISTEN TO EMPLOYEES' NEEDS

Great communication is also knowing when to be quiet and listen. However, the art of listening isn't something that employers have been good at historically.

Organizations that practice their listening skills have a much better chance of understanding their employees and aligning company goals with employees' personal goals to ensure mutual benefits for all.

Listening is at the heart of effective people leadership so make time to ask questions about how employees are feeling, how they're coping with workload, and whether their needs are being met. Collecting feedback is critical to engagement and can also help you tailor future content to help workers improve their performance.



6.

Provide Brand  
Training



## 6. Provide Brand Training

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Creating a solid communication process starts from the moment an employee begins their journey with your company. This is why it's important to integrate brand training into the talent onboarding phase.

Brand training is highly effective for large organizations because it can get your employees singing off the same hymn sheet early on in the process.

### ENGAGEMENT STARTS WITH UNDERSTANDING THE BRAND

When workers learn to internalize (not just memorize) a company's mission, vision and values, they are better placed to help the company achieve its goals. Getting your brand noticed starts with your workforce. They are the first audience you need to market to, not just customers. However, according to Gallup's workplace data, **60% of workers** don't know what their company stands for or what makes their company's brand different.

In order for individuals to thrive, they must have a good balance of autonomy, purpose and a connection to the business. To nurture these elements, workers must first understand the brand and what the company setting out to do. Therefore, brand training must be provided from the moment of onboarding and periodically throughout employment.

### ENCOURAGE EMPLOYEE ADVOCACY

Another benefit of brand training is creating a consistent tone of voice in all internal and external communications. This can lay the foundation for employee advocacy, turning employees into influential ambassadors of your brand.

When you allow teams to share company content through their personal channels, you amplify brand messaging and help employees become brand ambassadors. Employee advocacy is a powerful marketing tool and it also nurtures an open workplace culture where workers are empowered to share and connect.

For companies looking to align communications and ramp up engagement, it makes sense to create a positive employee experience. One that starts with inclusivity, interactivity, and opportunities for participation.

## About



LumApps is a leading Employee Experience Platform founded in 2015 to unify the modern workforce through better communication, engagement, and instant access to information. Integrated with Google Workspace and Microsoft 365, LumApps intelligently connects people, information, and business applications to empower employees and enhance productivity.

The product tailors each experience to the unique needs of the employee, from executives and managers to frontline workers. LumApps is a true SaaS platform, designed to scale to the needs of today's largest enterprises and is easily accessible across any device or language.

More information: [lumapps.com](https://lumapps.com)  
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