

What's Missing From Your Internal Communications Strategy?



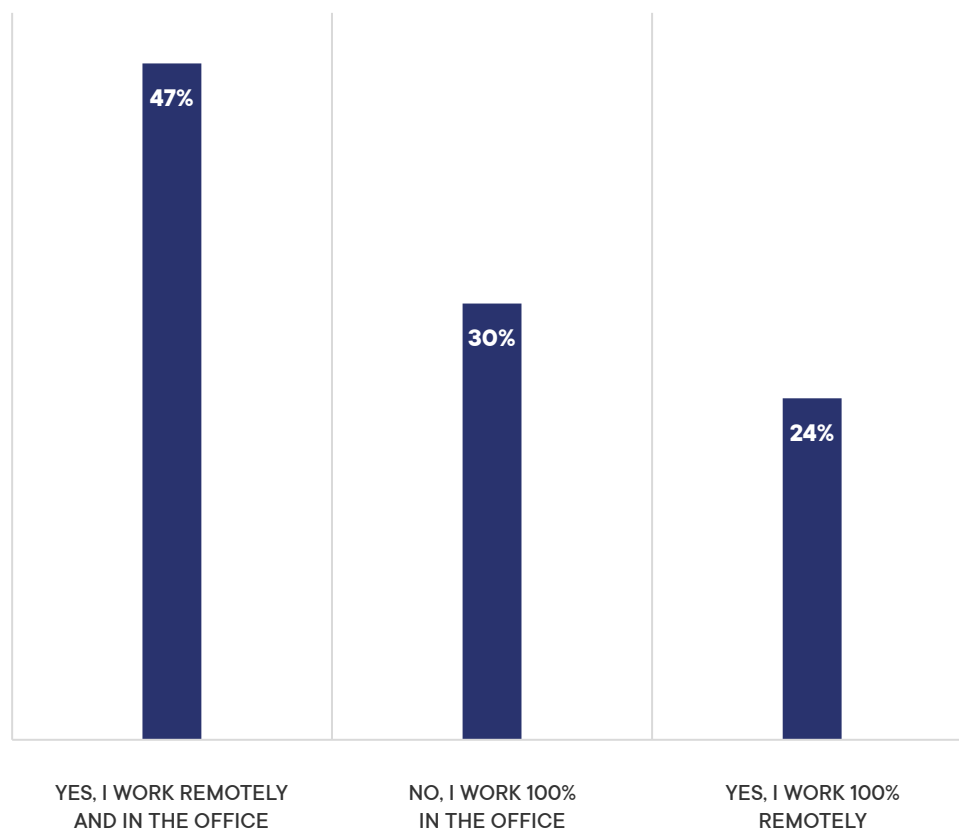
What's Missing From Your **Internal Communications Strategy?**

The workforce has changed beyond recognition over the last couple of years, primarily as a result of evolving technology, the spread of globalization, and of course, the recent global pandemic.

With more companies now opting for long-term or 100% remote work, it's become apparent that the corporate world will not be returning to its pre-pandemic norm.

In fact, our recent study revealed that 47% of professionals have adopted a hybrid style of working, while almost one in four (24%) now work completely remotely.

DO YOU WORK REMOTELY?



However, remote work wasn't the only movement accelerated by the recent pandemic. In what became dubbed 'The Great Resignation,' more than **38 million Americans** quit their jobs last year, putting a renewed emphasis on the importance of employee experience.

A considerable component of creating a happy and engaged workforce is effective internal communications, and in today's business landscape, this has never been more important. Despite this, a quarter of employees (25%) still feel company communications aren't structured or connected.

This is a real concern as internal communications require the same level of planning and dedication as any other customer, partner, or hiring communications that are developed within your organization.

Redesigning or revamping your strategy can be a daunting and time-consuming task. It's important to evaluate the current state of your internal communications and what may be missing.

This report will address the challenges organizations are facing right now, the key communication trends for 2022, and how to build a strong internal communications strategy.



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1.



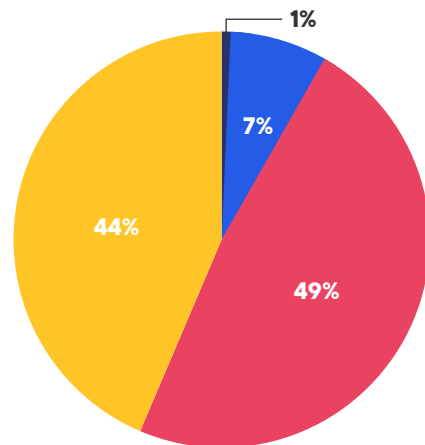
The Current State
of Internal
Communications

1. The Current State of Internal Communications

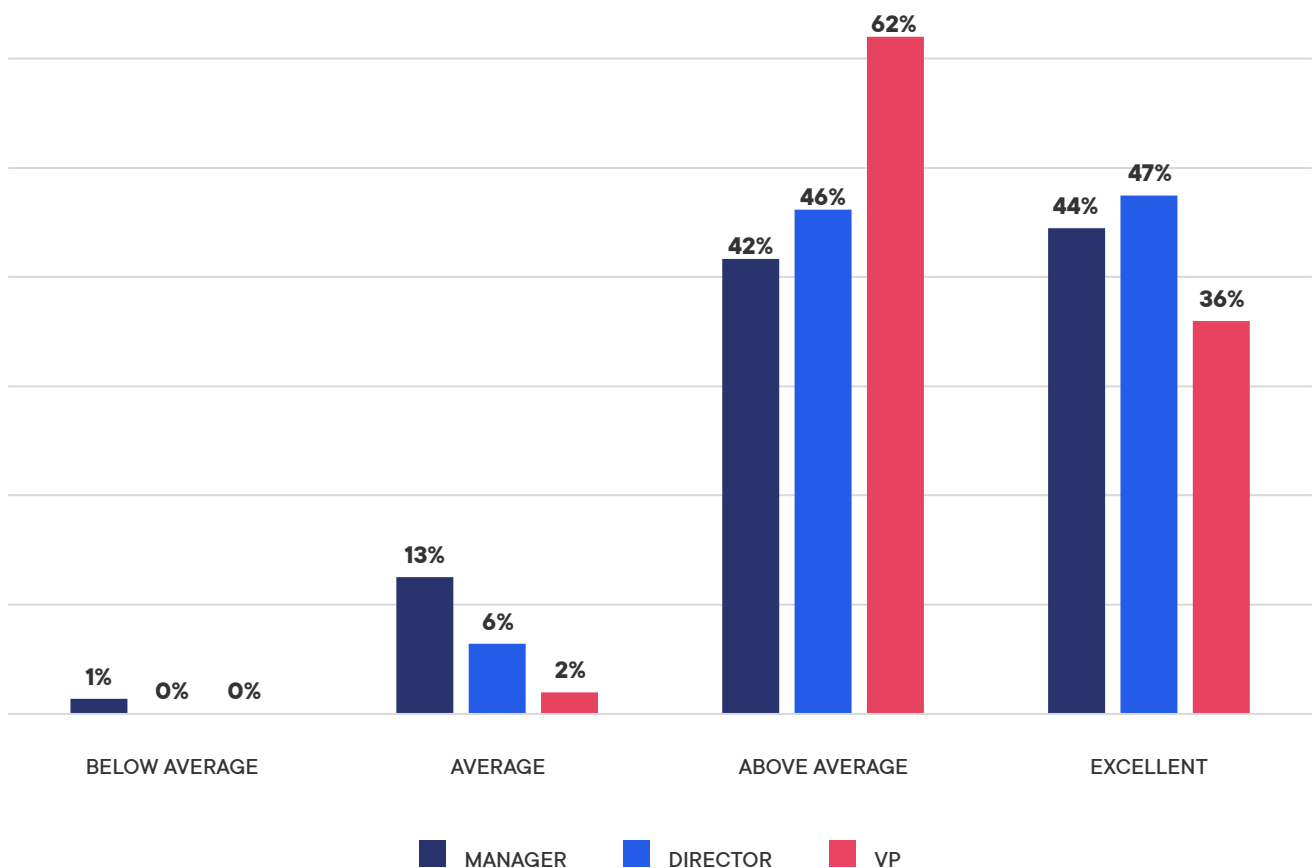
Our latest research data from over 200 managers, directors, and VPs shows that 7% rate their current state of internal communications as average. This figure increased to 13% amongst managers, suggesting management teams are even less impressed with their company's current communication efforts than more senior employees.

49% of respondents say their company's internal communications are above average. This figure decreased to 42% amongst managers, further proving that they are less impressed with their company's current communication strategy.

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



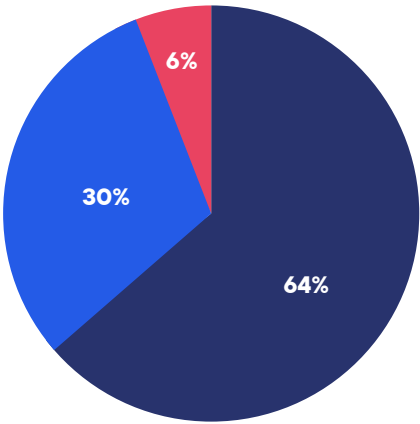
BELOW AVERAGE AVERAGE
ABOVE AVERAGE EXCELLENT



Perhaps more worryingly, one in three professionals (30%) say that the frequency of their internal communications remains the same as before the pandemic hit, and 6% say they now receive even less information from their employers. This is despite many organizations pledging to make major cultural and systematic changes post-pandemic.

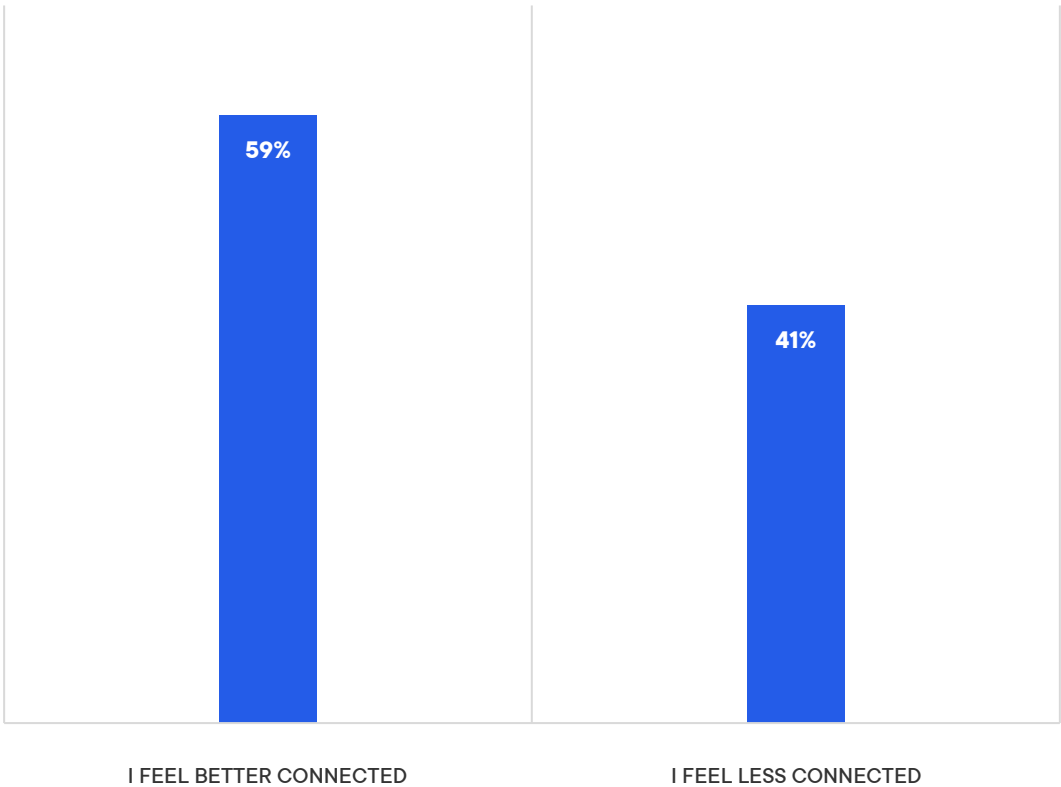
HOW FREQUENTLY DO YOU RECEIVE CORPORATE COMMUNICATIONS COMPARED TO PRE-PANDEMIC TIMES?

- I RECEIVE MORE COMMUNICATIONS
- COMMUNICATIONS FREQUENCY HAS STAYED THE SAME
- I RECEIVE LESS COMMUNICATIONS



With 41% of professionals confessing they feel less connected when working remotely, this could cause real issues for organizations trying to embrace the hybrid workforce.

DO YOU FEEL MORE OR LESS CONNECTED TO THE REST OF THE ORGANIZATION WHEN WORKING REMOTELY? (140 RESPONDENTS)





2.



The Importance
of a Strong Internal
Communications
Strategy

2. The Importance of a Strong Internal Communications Strategy

An internal communications strategy acts as a blueprint for organizations, one which helps them to achieve success now and long into the future.

Getting a strong strategy in place is one of the best things you can do for your workforce for a number of reasons. Firstly, strong communication can boost employee engagement, happiness, and creativity. This, in turn, will boost productivity, performance, profitability, and staff retention rates.

Secondly, engaged employees strive harder to help the company achieve its overall goals. In fact, research from [Oxford University's Saïd Business School](#) found that happy workers are 13% more productive.

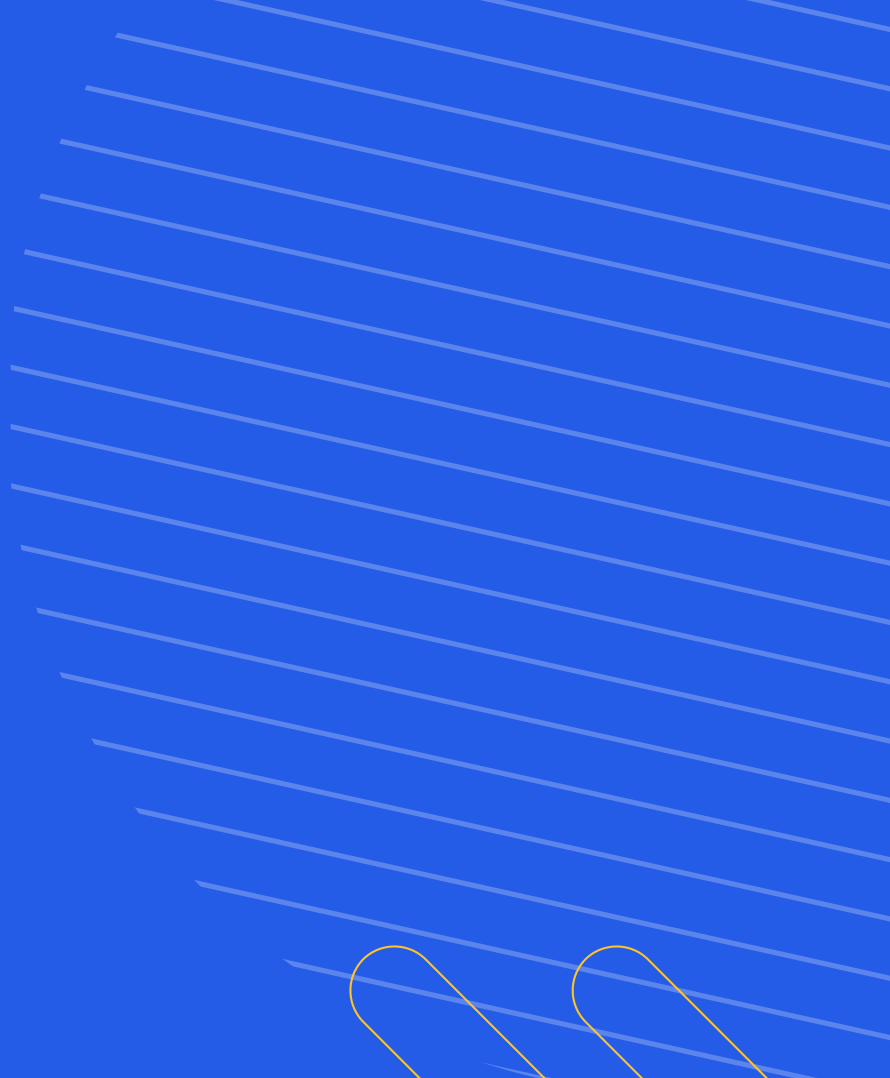
What's more, a strong strategy will outline how teams and departments should communicate and collaborate with one another for the best results. All of this will contribute towards a better company culture.

With this in mind, it's clear to see that a strong internal communications strategy needs to be a top priority for any organization, no matter how big or small it may be.





3.



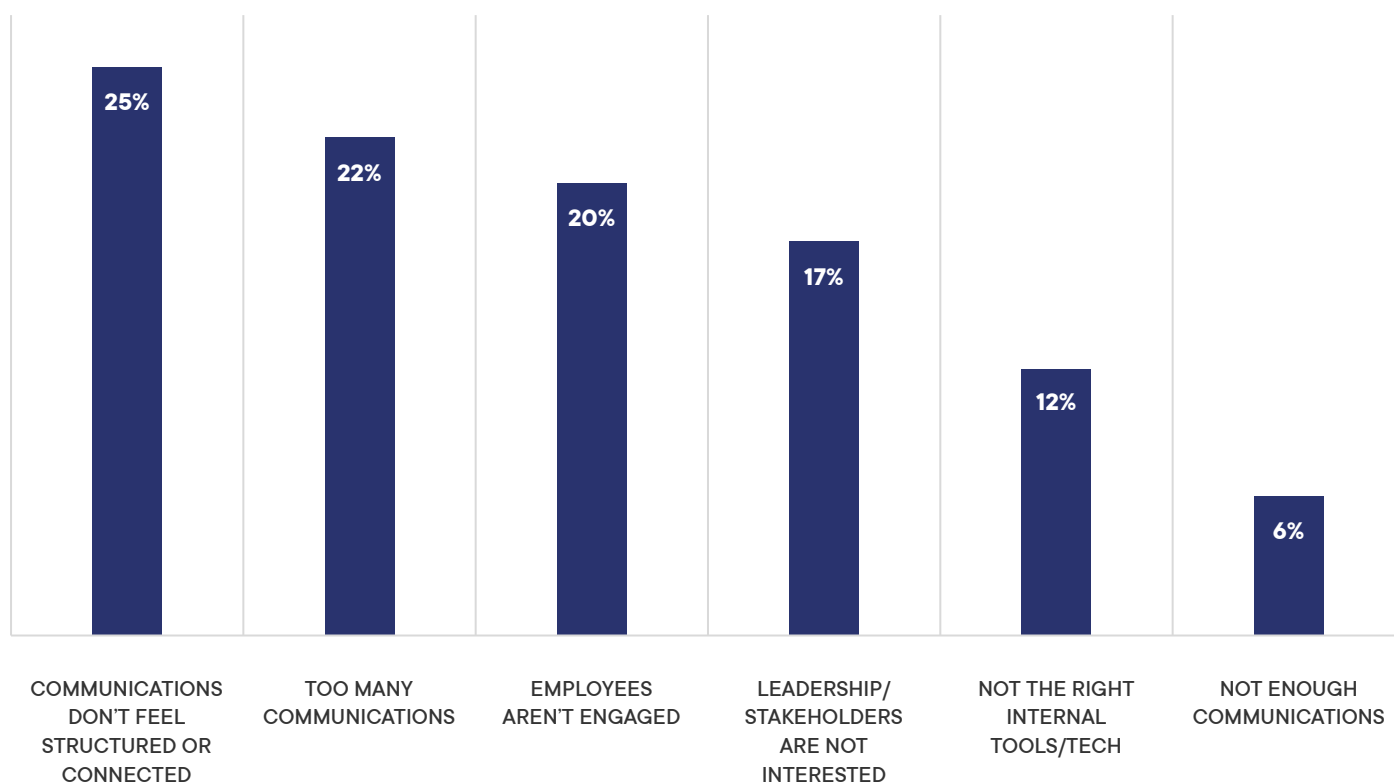
The Biggest
Challenges
Organizations
are Facing

3. The Biggest Challenges Organizations are Facing

Despite recognizing the importance of a strong internal communications strategy, lots of organizations still need to get past some of the most common pitfalls.

Our research found the biggest internal communications challenges according to employees included communications feeling unstructured or disconnected (25%), too many communications causing employees to feel overwhelmed (22%) and employees becoming disengaged (20%).

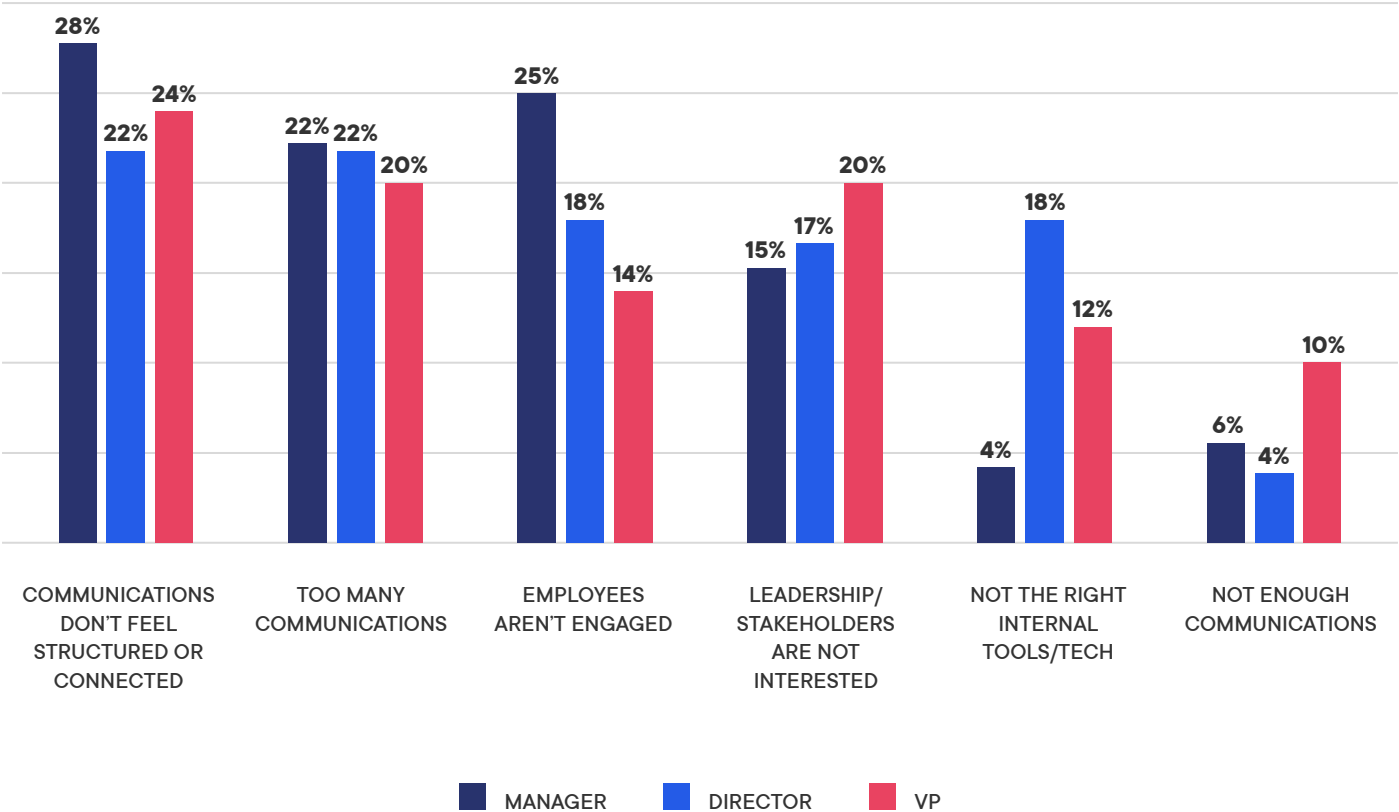
WHAT IS THE BIGGEST INTERNAL COMMUNICATIONS CHALLENGE IN YOUR ORGANIZATION?



The data also highlighted that managers are more aware of some of these challenges, as a result of having to deal with more direct reports on a daily basis. For example, 28% of managers feel communications are unstructured and a further 25% are having to deal with employees becoming disengaged with their communication attempts.

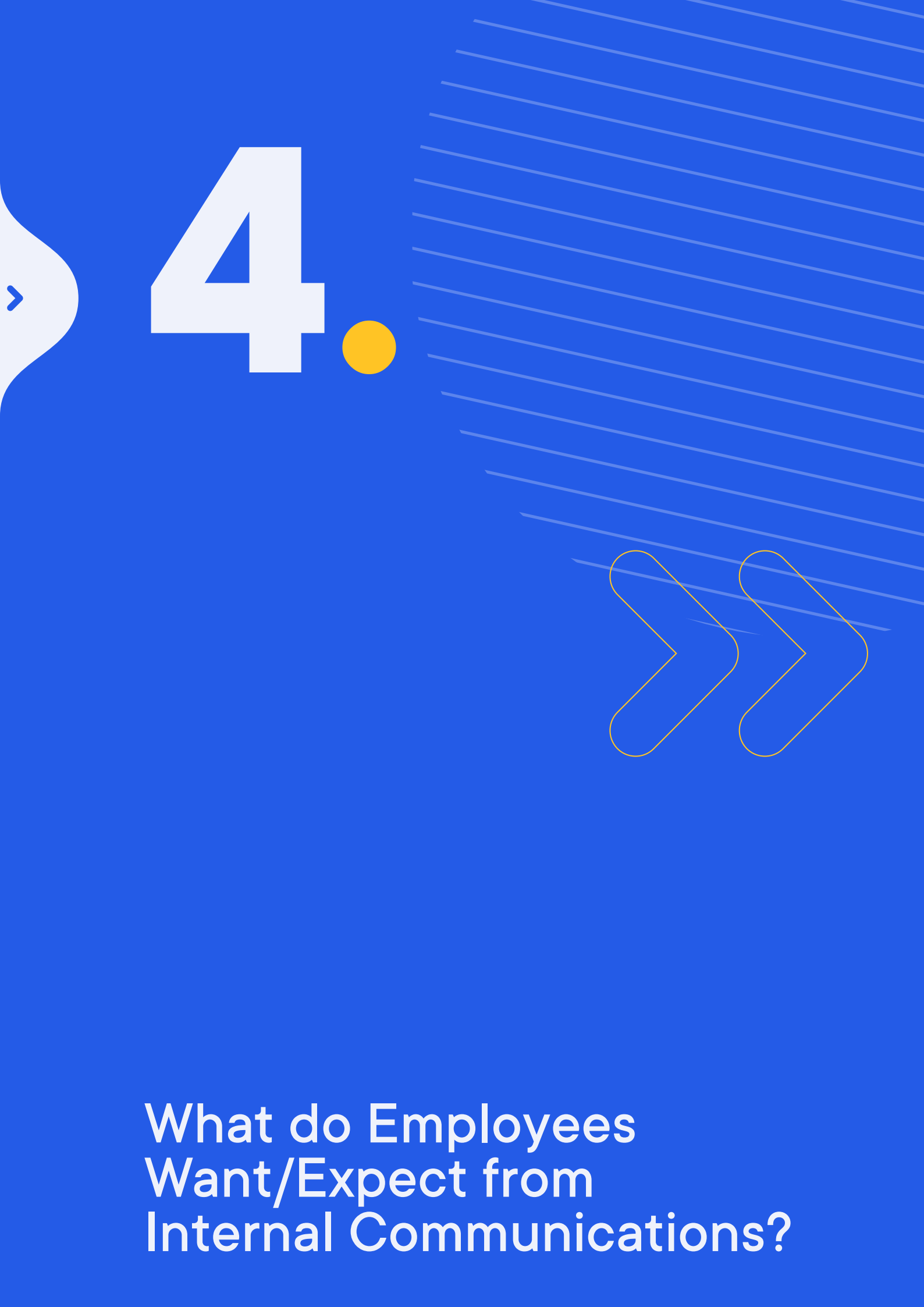
That's not to say that more senior roles don't face their own challenges. The data shows that one in five (20%) VPs struggle with the fact that leadership/stakeholders are not interested in internal communications. This could be because VPs are more likely to be dealing with leaders/stakeholders than managers.

WHAT IS THE BIGGEST INTERNAL COMMUNICATIONS CHALLENGE IN YOUR ORGANIZATION?



For many organizations, even as we begin to adapt to new ways of working, we are still going through a huge transition. Although these challenges can be managed and overcome, this certainly won't happen overnight.





4.



What do Employees
Want/Expect from
Internal Communications?

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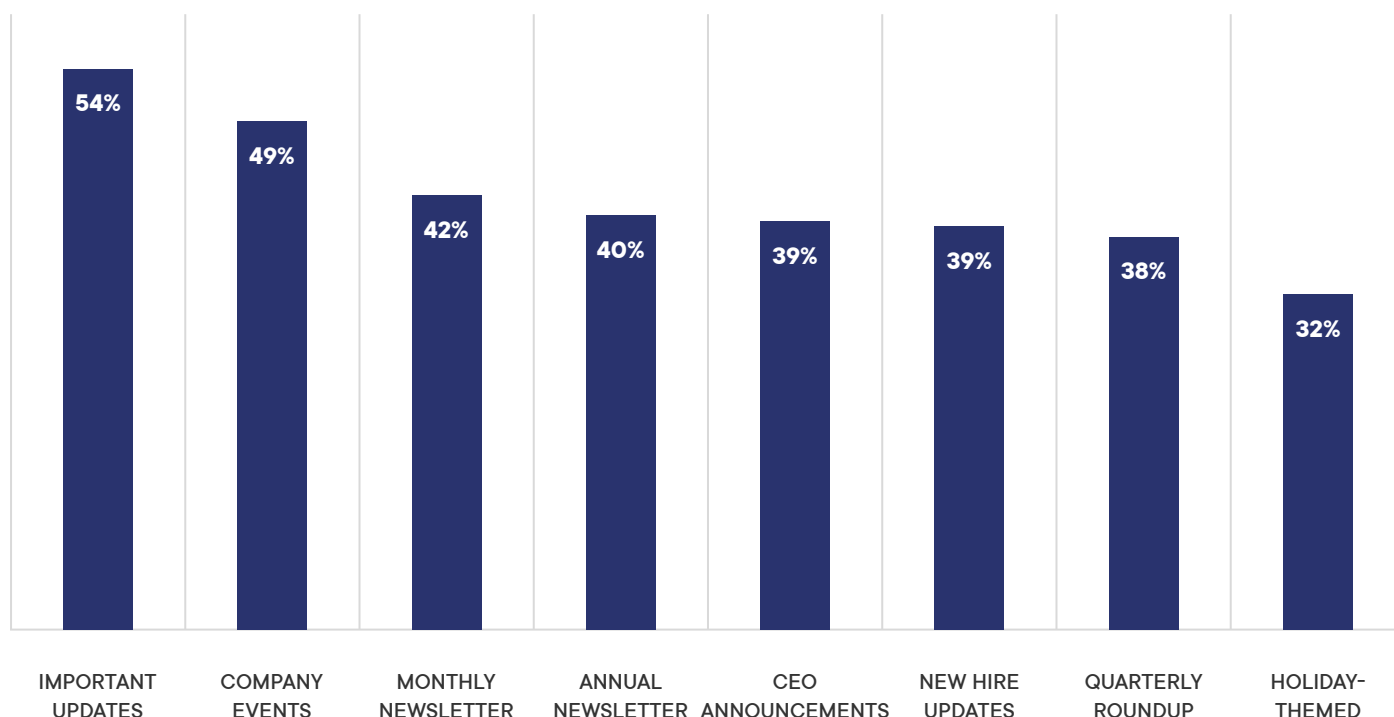
One of the most important things that organizations can do to overcome key challenges is to find out what employees want or expect from their internal communications.

It then becomes much easier to recognize what your organization is missing from its existing strategy and to start taking proactive steps to change.

WHAT TYPES OF UPDATES DO PROFESSIONALS ENJOY RECEIVING?

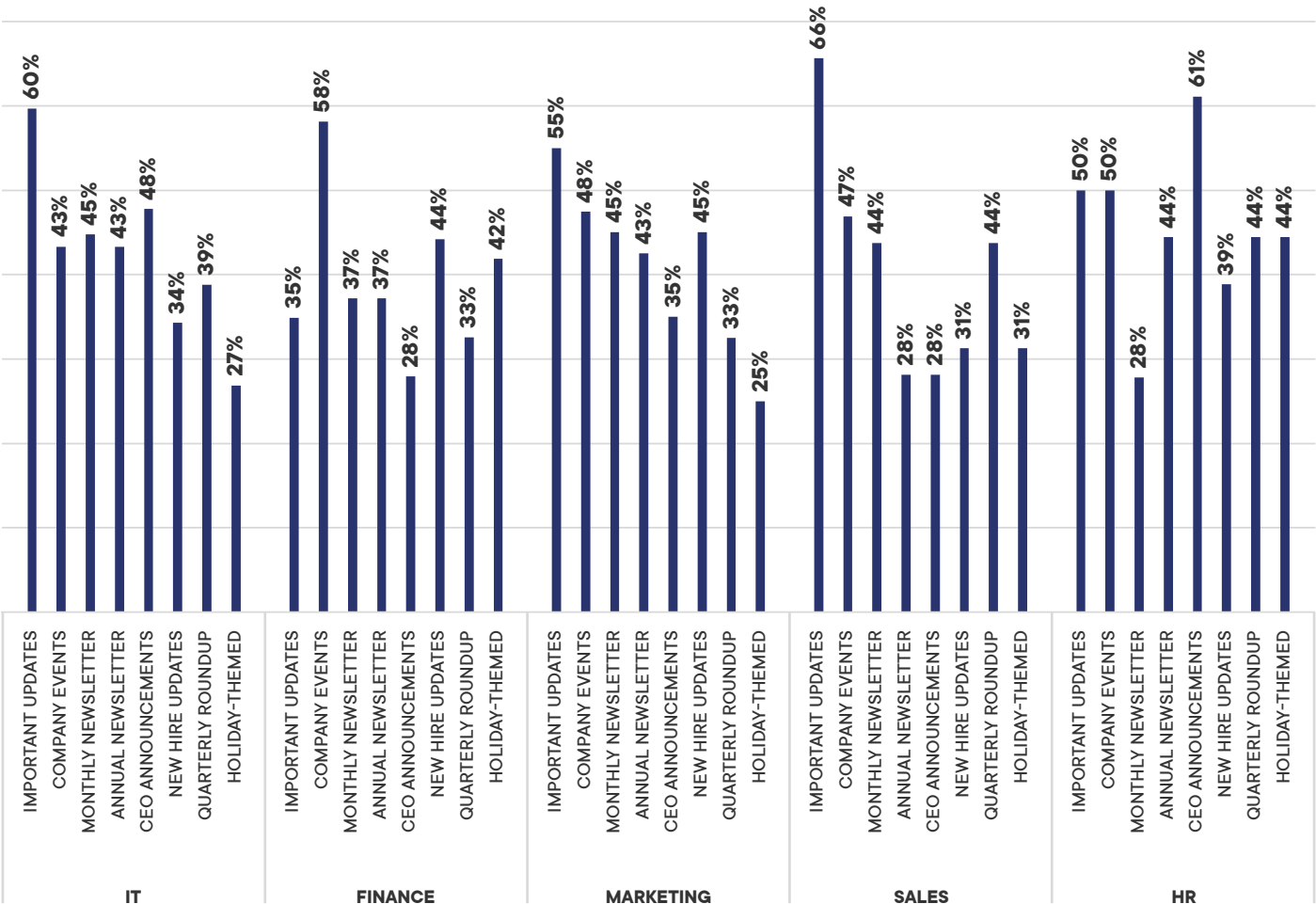
Unsurprisingly, important updates (54%) are at the top of the list for internal communications. This was followed by company events (49%), monthly newsletters (42%), annual newsletters (40%), and CEO announcements (39%).

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



The data also highlighted that managers are more aware of some of these challenges, as a result of having to deal with more direct reports on a daily basis. For example, 28% of managers feel communications are unstructured and a further 25% are having to deal with employees becoming disengaged with their communication attempts.

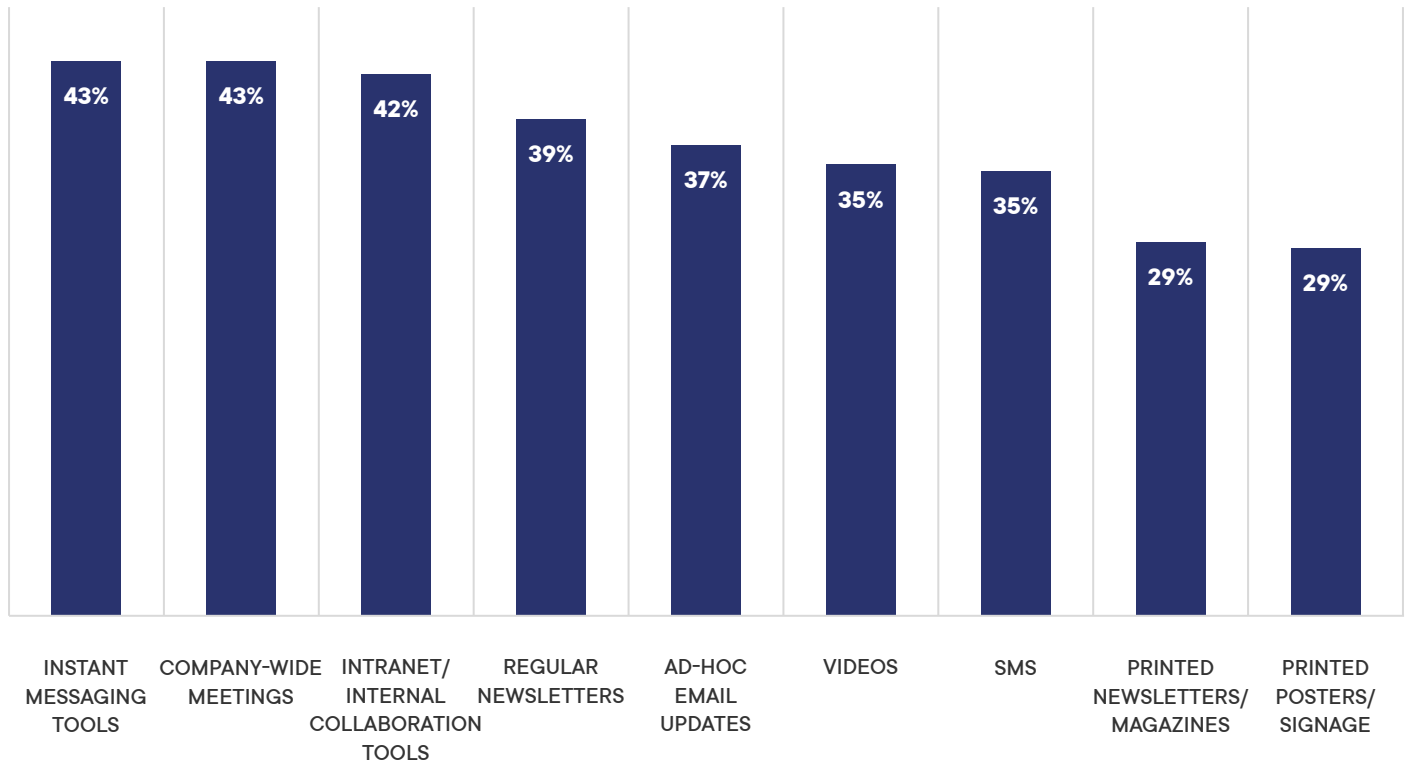
WHICH TYPES OF UPDATES DO YOU ENJOY RECEIVING? (TICK ALL THAT APPLY)



HOW DO EMPLOYEES WANT TO RECEIVE INTERNAL COMMUNICATIONS?

When it comes to communication formats, professionals revealed they prefer company-wide meetings (43%), instant messaging tools (43%), and intranet/internal collaboration tools (42%).

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

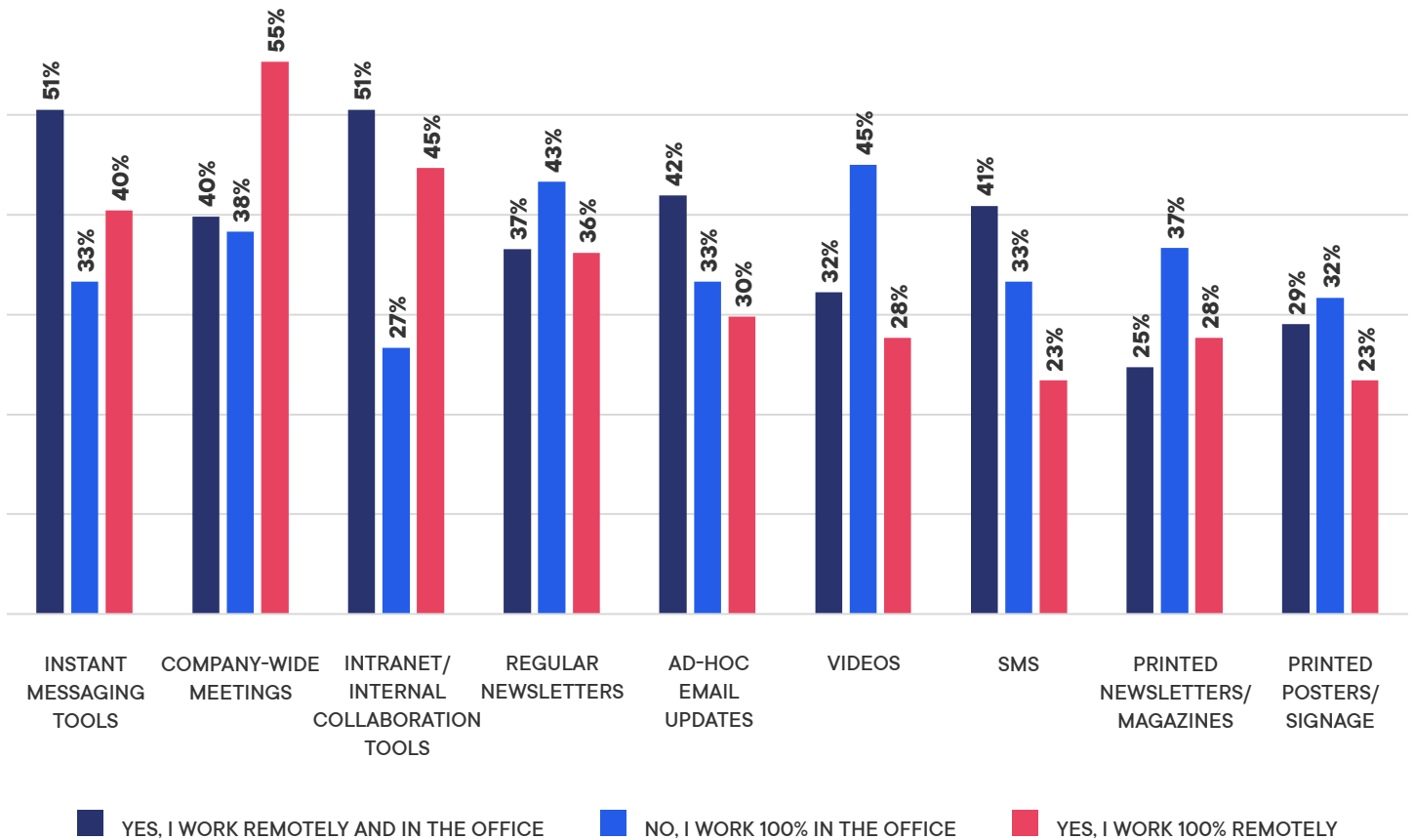


Interestingly, those who worked 100% remotely were more driven to attend company-wide meetings, with an impressive 55% stating that this is their preferred method of communication. This is because human interaction is more scarce as a remote worker and meetings give them a chance to spend time with their colleagues and employers face-to-face.



Similarly, over half (51%) of hybrid workers prefer instant messaging tools, as these help them keep on top of their workloads and stay in touch with colleagues whether that's in the office or working remotely.

WHICH FORMATS DO YOU PREFER WHEN IT COMES TO RECEIVING INTERNAL COMMUNICATIONS? (TICK ALL THAT APPLY)



KEEPING UP WITH EMPLOYEE EXPECTATIONS

Keeping these insights in mind, organizations will begin to notice any holes they may have in their existing internal communications strategy. For example, are you offering updates in a variety of different formats, and if so, are your employees enjoying your chosen formats?

If this answer is no, this is something that must be addressed right away.

Similarly, this data highlights the type of information the workforce wants to receive, from important details about policies and processes all the way to holiday updates and information on new hires.

This really brings to the forefront the importance of personalizing your internal communications based on function and preferences, as well as what works for your teams. Employee experience technology is beginning to personalize the employee journey, making communication relevant for every employee. For large enterprises, this personalization is crucial for a positive employee experience.



5.

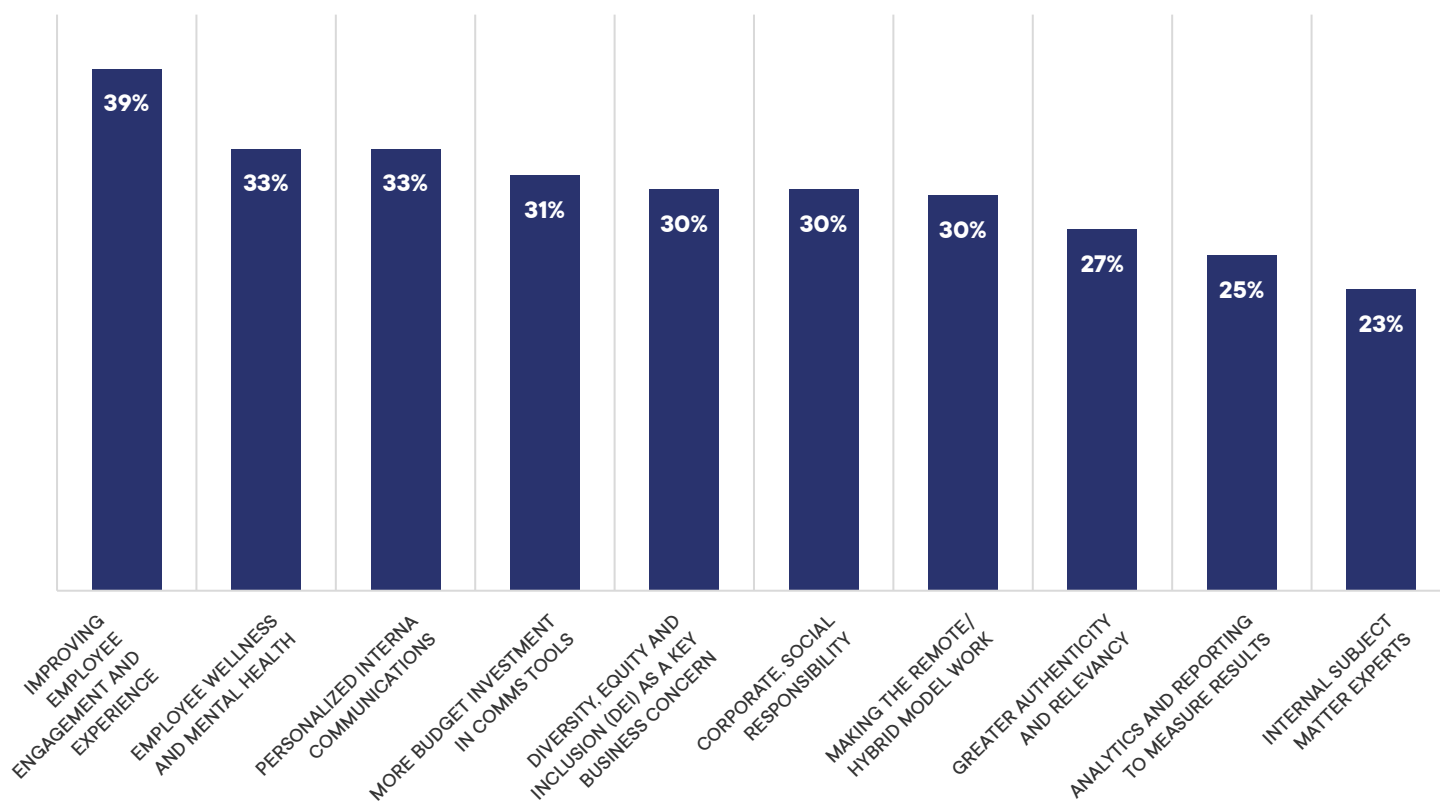
The Top Corporate
Communication Trends
You Need to be Aware
of for 2022

5. The Top Corporate Communication Trends You Need to be Aware of for 2022

The great thing about paying attention to corporate communication trends is that taking the time to understand and then apply them to your own strategy will help in many different areas of the business. For example, you may find you're better able to support your employee's mental and physical health or improve diversity and equality across the organization.

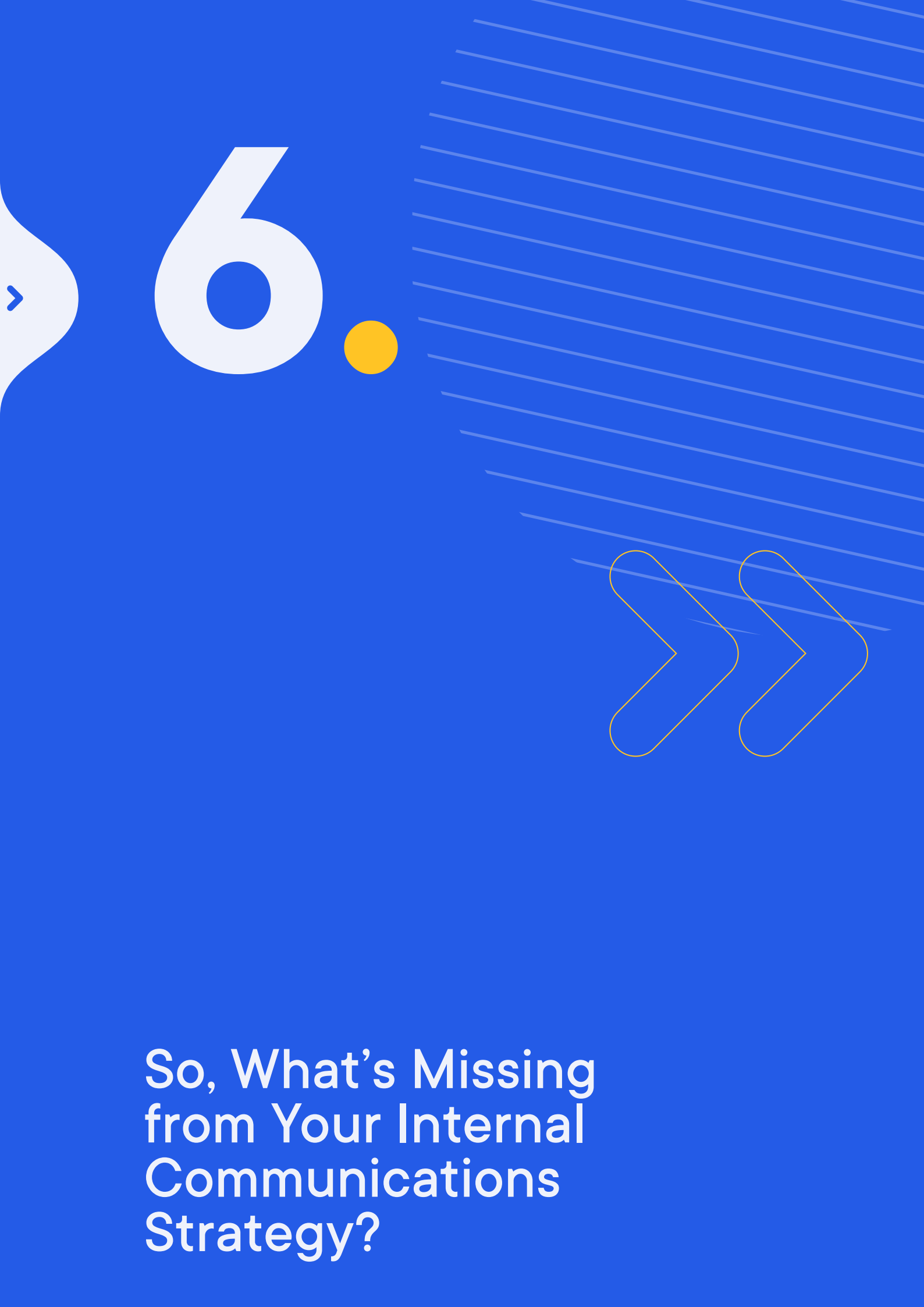
Improving employee engagement and experience is one of the top three trends for 2022, according to 39% of employees, followed by employee wellness and mental health (33%) and personalized internal communications (33%).

WHAT DO YOU THINK ARE THE TOP THREE CORPORATE COMMUNICATION TRENDS FOR 2022?



We can see from these internal communication trends that 2022 is going to be all about improving employee engagement and experience. This means caring for employee wellbeing, encouraging diversity, equality, and inclusion, and really making remote, or hybrid working styles work for your company.

There must also be greater importance placed on personalization, which can be done through increased investment in your internal communication tools, as well as better analytics and reporting.



So, What's Missing
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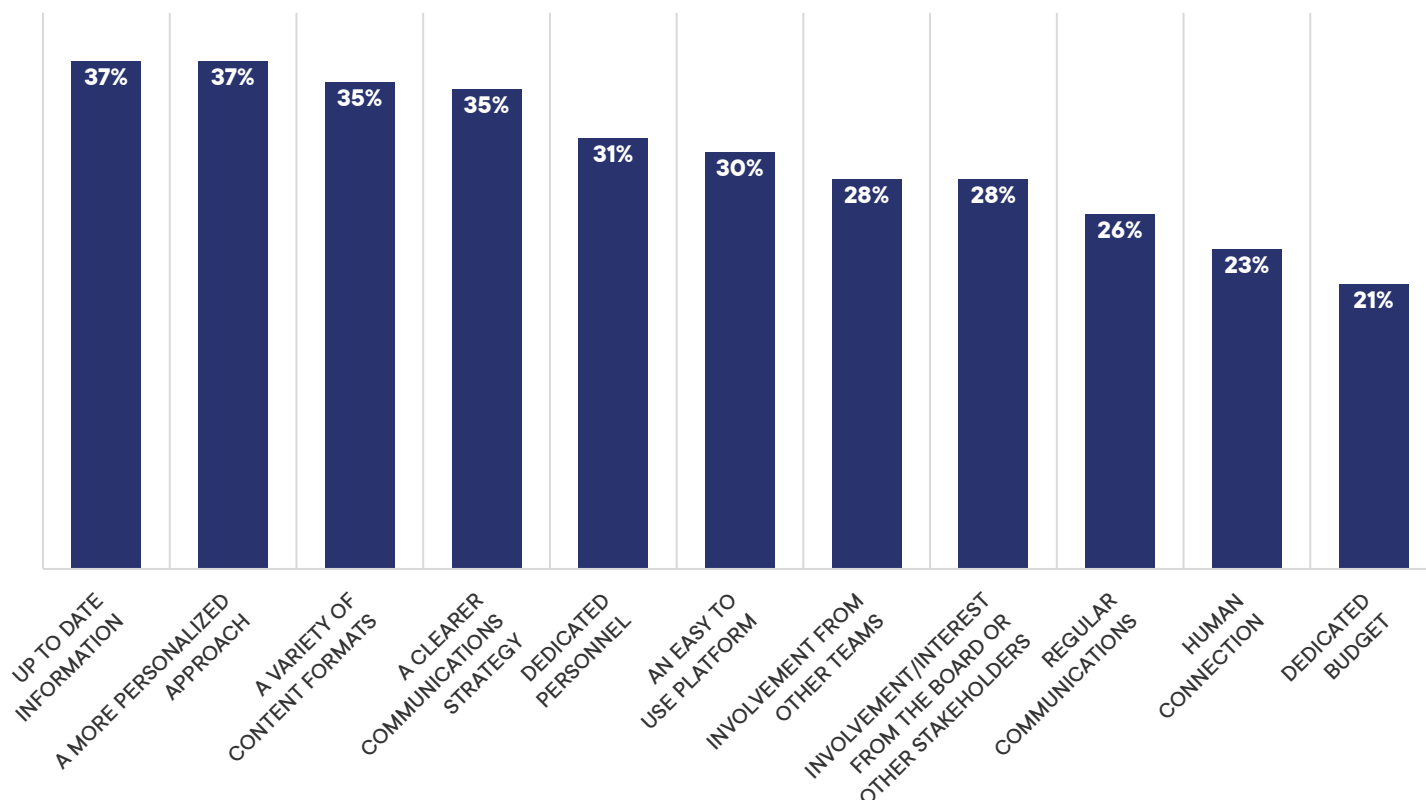
Given that we know what employees want/expect from internal communications, it's easier to see whether or not you're communicating the right information, in the right way. Every workforce is different, so it will take some trial and error to get your strategy right.

That being said, over one-in-three (35%) respondents looking at the current state of their internal communications believe they have no clear communication strategy in place.

There were a number of reasons for this, and up to date information (37%) was revealed as one of the biggest aspects missing from their strategy. This was matched by a lack of personalization (37%) within their approach, something which needs to be addressed given that personalization is going to be one of the key corporate trends in 2022.

Something else that many organizations lack is the ability to offer communications in a variety of content formats (35%). This is a real concern as we know that employees across different departments and locations prefer to receive their updates in different ways.

WHAT DO YOU FEEL IS MISSING FROM YOUR ORGANIZATION'S INTERNAL COMMUNICATIONS STRATEGY? (TICK ALL THAT APPLY)



If any of this sounds familiar, you can rest easy knowing that your organization is not alone. However, the real challenge starts now as you begin to address these gaps.



7.



How to Build Your Internal Communications Strategy

7. How to Build Your Internal Communications Strategy

It has become clear that one-way communication is a thing of the past and that employees want to feel like they're being listened to, as well as given the right information.

This is why a strong internal communication strategy is crucial.

However, this is an ongoing process and one that needs to be continually updated. By using the eight steps below, you can start to form your internal communications strategy and begin moving towards a happier and more engaged workforce.

1. ASSESS THE CURRENT STATE OF YOUR INTERNAL COMMUNICATIONS STRATEGY

It's likely that your company has some sort of communication process in place already. So before you start from scratch, take some time to assess what's working within your existing strategy and what isn't.

This also gives you a chance to immediately address some of the smaller or simpler issues. In order to do this, you should ask yourself questions like:

- How effective is the organization's current strategy?
- What are the biggest strengths and weaknesses within this strategy?
- Which departments or individuals are currently involved in shaping and executing communication initiatives?
- Are there too many or too few people involved?
- Who could be added or removed in order to improve the process?
- Have the workforce been asked for their feedback? If not, why not?
- What are the company's goals for the future?

By carefully assessing your current strategy, you can begin to see which areas need to be addressed first and who needs to be involved in making your internal communication strategy a success.

2. GET SOME FEEDBACK

Consider sending out a survey or gathering feedback from employees to help you to get a better understanding of what they want from your strategy.

Some questions you might want to ask include:

- What areas of the company's internal communications do you enjoy/dislike?
- What tools would make communication between employees better/easier?

You could also begin to gather feedback from management and other important team members to see if they have any specific ideas, goals, or suggestions they'd like to share.

3. START SETTING REALISTIC GOALS

It's important to remember that getting a new strategy in place won't transform your workforce or employee experiences overnight. These things take time, and so you need to set realistic goals for your strategy.

When creating your goals, use the SMART method to set targets that are specific, measurable, actionable, relevant, and time-bound.

4. DECIDE HOW YOU'RE GOING TO TRACK SUCCESS

Getting a strong strategy in place is going to be impossible if you can't track the progress or success of your new processes. Therefore, you need to identify your key metrics before you go any further.

Your internal communication strategy should be measurable so you can see whether it is or isn't working. There are lots of different ways to track your progress with metrics like:

- How many employees are opening your emails?
- How long do they spend on relevant information pages on your website or intranet?
- Do employees like, comment, or share your company updates on social media?
- Increases/decreases in staff turnover
- Increases/decreases in profitability, productivity, and customer satisfaction
- How many employees attend non-mandatory work-related events?

5. KNOW YOUR AUDIENCE

You might think you know your audience, these are your employees, after all.

However, as mentioned earlier, your communications need to be personalized as some departments have different needs and preferences. Plus, you don't want to be sending out irrelevant content or employees will become frustrated.

For this reason, you need to determine who you're targeting. This means figuring out what content and formats will resonate best with the different departments and employees within the organization.

You can do this by strategically mapping out your ideas and possible communication processes. This stops you from sending the same information to everyone or overloading your workforce with too much irrelevant information.

6. INCLUDE AN APPROVAL PROCESS

Next, you need to treat all internal content as you would for any external communications. This includes setting up an approval/sign-off process.

This might include several steps and possibly even different teams. For example, the process might start with content idea generation, then copywriting, proofreading, and editing, before sign-off from senior members, and the final send out through the right channels.



7. CHOOSE YOUR INTERNAL COMMUNICATIONS TOOLS

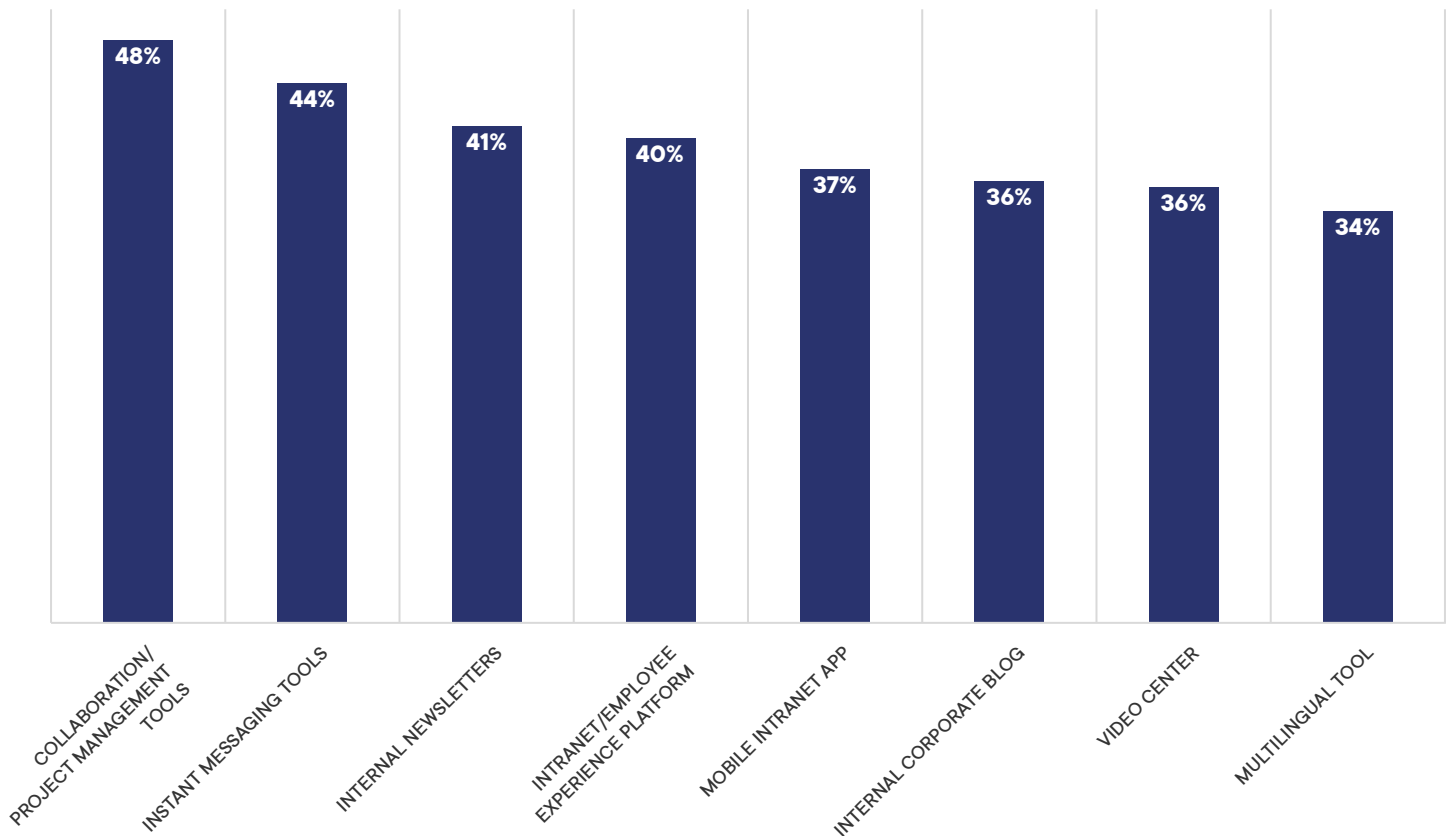
There are multiple different ways in which employees like to receive updates and information, some of the top being instant messaging tools, intranet/internal collaboration tools, emails, and SMS.

Therefore, you need to make sure you've chosen the right communication tools to make this happen.

For example, instant messaging platforms like Slack or employee experience platforms like LumApps can be the ideal way to generate meaningful conversations and share important information.

Our data also discovered which tools employees feel they need to do a better job. These included collaboration/project management tools (48%), instant messaging tools (44%), internal newsletters (41%), an intranet/employee experience platform (40%), and mobile intranet apps (37%).

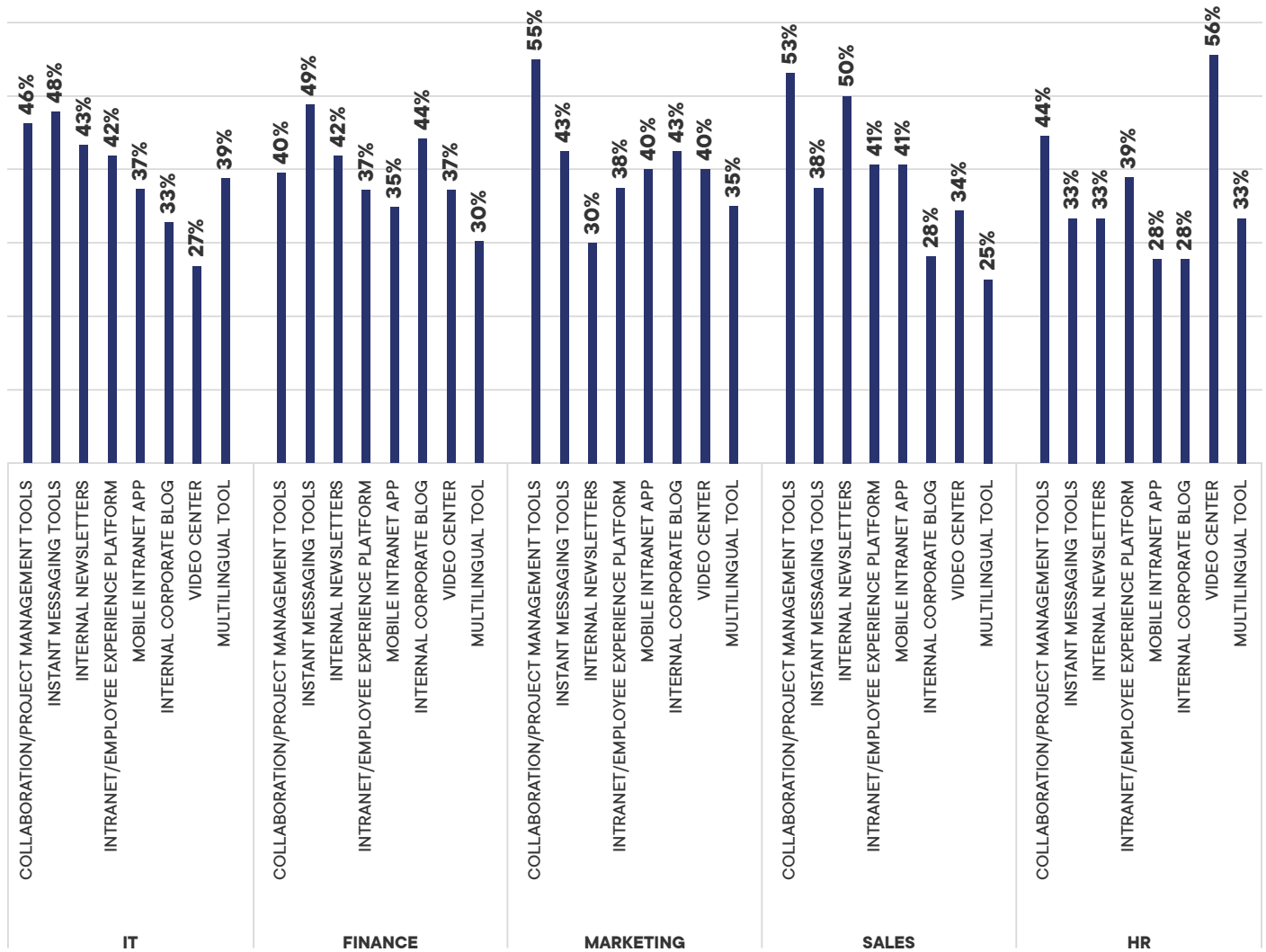
WHICH INTERNAL COMMUNICATIONS TOOLS HELP YOU DO YOUR JOB BETTER? (TICK ALL THAT APPLY)



However, as each business function has its own priorities, it's no surprise that there are some significant differences between which tools each department could use.

For example, 56% of HR professionals claim a video center is the tool they need the most, compared to just 27% of IT professionals. Similarly, 55% of marketers want collaboration/ project management tools, whereas only 40% of finance teams deem this to be important.

WHICH INTERNAL COMMUNICATION TOOLS HELP YOU DO YOUR JOB BETTER? (TICK ALL THAT APPLY)



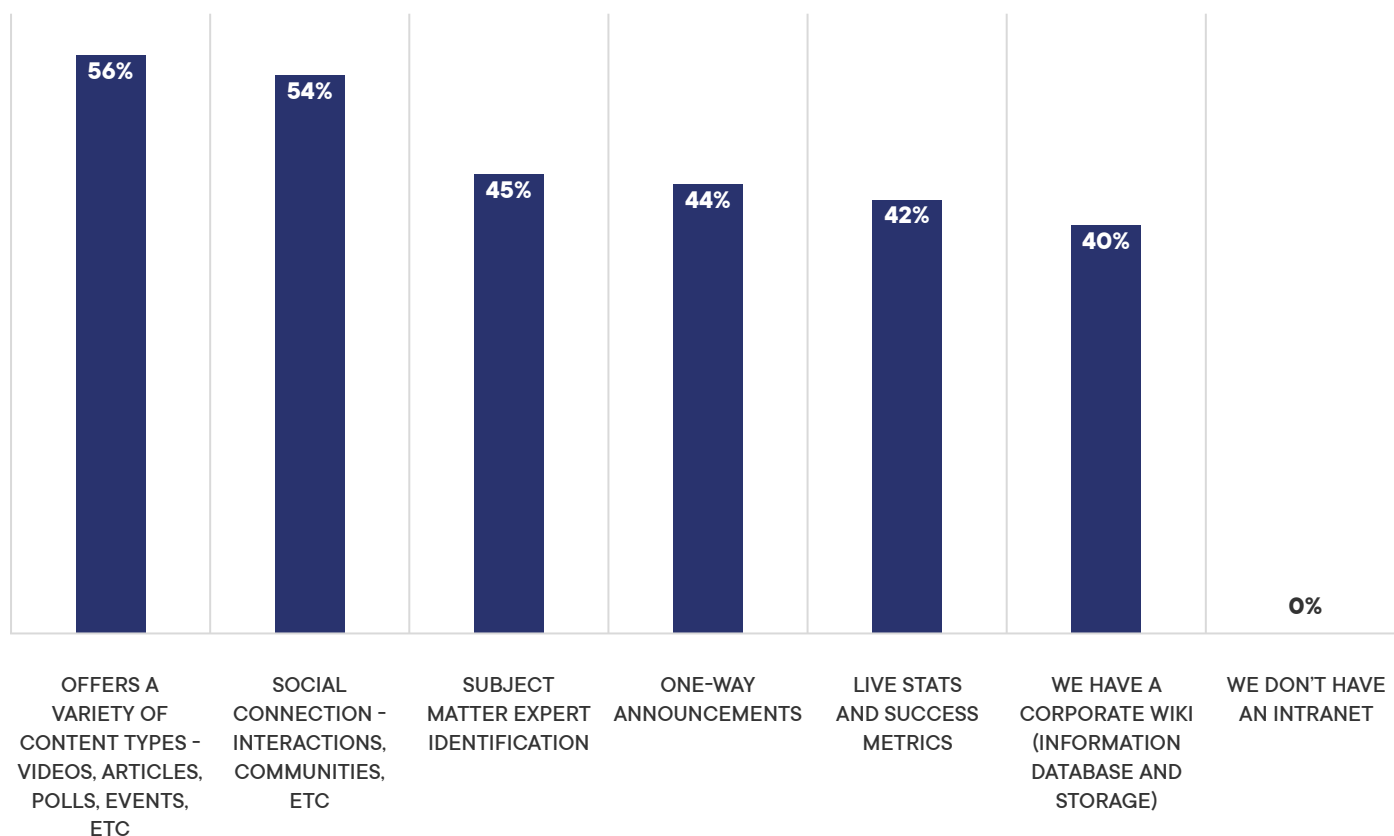
This demonstrates once again that a successful internal communications strategy needs to be personalized to each department's needs.

So, if you don't have any of this technology infrastructure in place already, it needs to be a priority for investment this year. It's also important to evaluate the tools you already have and determine what you would need to take your internal communications to the next level.

Throughout our research, intranets have proven to be very popular amongst employees. As a result, we dove deeper into the role this type of tool plays within a business. Over half (56%) of respondents said that their company intranet offers a variety of content types, including videos, articles, polls, events, etc.

For others, these platforms offer social connections (54%), subject matter expert identification (45%), one-way announcements (44%), and live stats and success metrics (42%).

**WHAT ROLE DOES YOUR COMPANY INTRANET HAVE WHEN IT COMES TO INTERNAL COMMUNICATIONS?
(TICK ALL THAT APPLY)**



8. KEEP EVALUATING YOUR PROGRESS

Finally, using your KPIs, you can keep track of your progress to see how your strategy is doing. You should conduct regular evaluations to see which areas of your internal communications are working well and which still need more work.

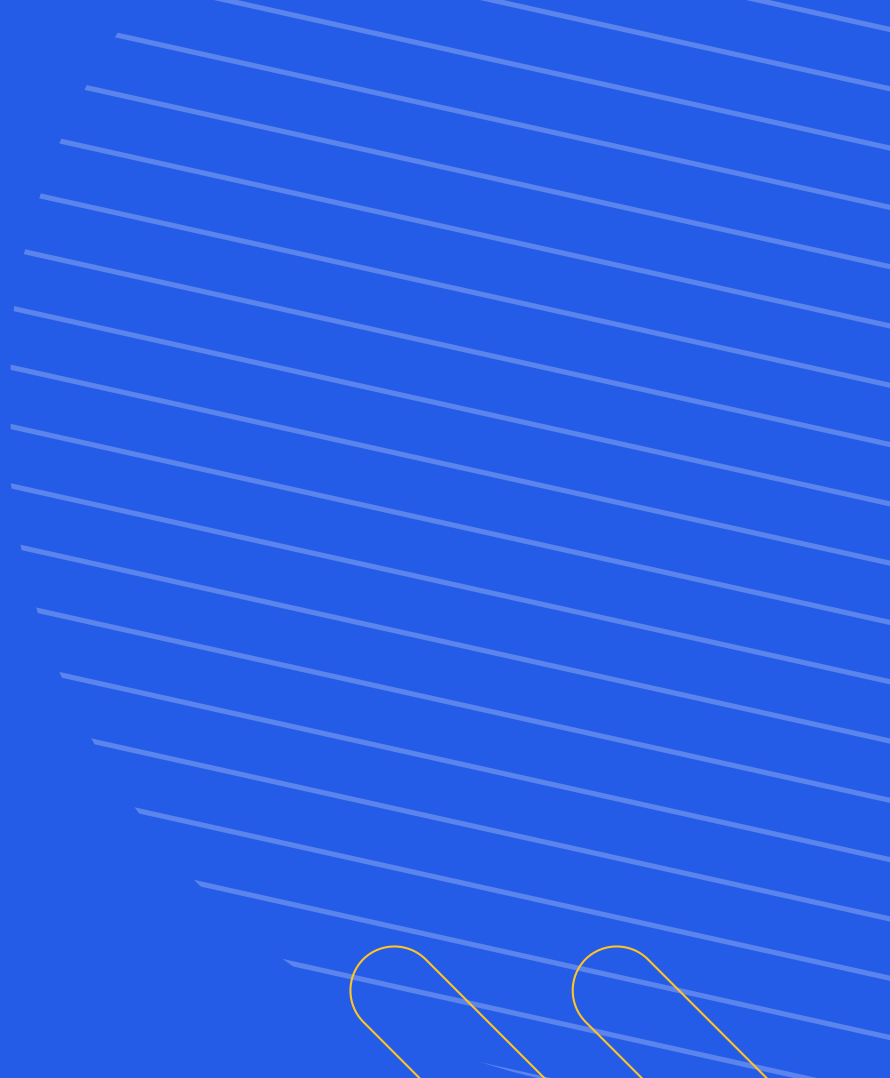
You should regularly send out surveys to your workforce for more feedback and suggestions on your content and execution. You can also use this data to make more informed decisions about your chosen processes and tools.

By continually re-evaluating your internal communications strategy, you let your employees know that you're listening to them and doing more to give them the level of communication they deserve.

But remember, this is not a one-and-done strategy. You need to keep an eye on how your organization is doing and keep striving to do better for your workforce.



8.



Internal Communication
Best Practices to Help
Perfect Your Strategy

8. Internal Communication Best Practices to Help Perfect Your Strategy

With the right strategy in place, it's crucial to follow a number of best practices, to help drive positive change and see results sooner.

KEEP UP TO DATE WITH YOUR AUDIENCE

As well as keeping on top of the latest communications trends, you need to stay up to date with your audience. This can be trickier in today's new hybrid workforce, with more people now working remotely and less casual touchpoints for you to chat with workers and stay informed.

The good news is there are a few techniques you can adopt that will help you to stay connected and up to date with the workforce:

- Encouraging the use of internal communication solutions amongst teams, these can help you to understand how employees prefer to communicate and collaborate with one another
- Offering a communication platform that empowers employees but also allows leaders to communicate more effectively with them, quickly asking for feedback or ideas when needed
- Setting up an internal communications committee can also be a great way to get the workforce directly involved in your initiatives. The committee might be tasked with providing employee updates to the communication teams such as birthdays, anniversaries, etc.
- Choosing a communication solution that has more fun, social features to encourage employees to comment, share and engage with one another, even on subjects that might not be work-specific. This will give further insights into how they like to interact and the kinds of conversations they are having with one another

MAKE SURE THE MANAGERS ARE ON BOARD

Managers tend to be the go-to when employees have questions about company decisions or initiatives. Therefore, they need to be able to field questions from their direct reports.

Before any company-wide announcement is rolled out in any format, be sure to provide managers with more information. This will give them talking points and ensure they can better support their teams in answering their questions.

ENSURE YOUR COMMUNICATION IS CONSISTENT

Did you send out a newsletter six months ago and then abandon the whole process? Or perhaps you invested in several new communication platforms, but no one ever really got to grips with them?

At the core of your internal communications strategy needs to be consistency. In order to meet employee expectations, you need to provide regular feedback and updates to your teams. By communicating regularly and consistently, you can begin to strengthen trust from your workforce and build better working relationships.

PROMOTE TOOLS AND RESOURCES

We know from our data that employees prefer to get their communications using collaboration tools, instant messaging, newsletters, and intranet/employee experience platforms. In fact, they say these can actually help them to do their jobs better.

So, if you've invested in these tools and platforms, make sure you promote them to your teams. It might even be wise to offer each member of the workforce training on how to use these tools as effectively as possible.

MAKE SURE YOU HAVE CHANNELS FOR FEEDBACK

Two-way feedback is an essential component of any strong internal communications strategy. This means you need to ensure there are channels for feedback that employees can easily access and use. This could be done in a number of ways, for example, sending out regular surveys to ask employees for their feedback or ideas.

You could also set up a virtual suggestion box where employees can leave their ideas (anonymously if they prefer) as this can be very empowering. This can also encourage them to share, connect, and be creative. Just be sure that you are putting their good suggestions to use.

USE INTERNAL COMMUNICATIONS TO ANNOUNCE SUCCESS

Acknowledging and rewarding employees for performing well is a big morale booster, and it helps them to feel appreciated.

By taking this a step further and recognizing their efforts through internal communications, you can maximize employee happiness, motivation, and productivity.

AVOID INFORMATION OVERLOAD

Last but certainly not least, you need to make sure that your valiant new efforts are not causing communication overload. This can be a bigger challenge for large organizations with lots of updates and information to share.

Although regular communication is going to be the key to success, it's best to keep messages short, sweet, and to the point.

Getting the balance right can be tough at first, and it might take some time to perfect your strategy, but remember you're only aiming to send the right information, to the right people, at the right time.





Final Thoughts

9. Final Thoughts

Here's a quick round-up of the key points and data covered in this report:

- In today's hybrid work environment, the current state of internal communications is no longer enough.
- With the potential to **increase productivity by up to 13%**, as well as employee happiness and staff retention rates, it's easy to see why a strong internal communications strategy is so important.
- By understanding what employees want and expect from internal communications, organizations can recognize what they're missing.
- For the most part, employees want more up to date information, a personalized approach, a clear strategy, and a variety of content formats.
- As personalization is going to be one of the biggest corporate communication trends in 2022, more investment must be given to internal communication tools, as well as better analytics and reporting.
- By assessing the current state of their internal communications, as well as asking for feedback and understanding their audience, organizations can begin to form a stronger communication strategy.
- They must also focus on best practices such as promoting communication tools, offering consistent communication, encouraging feedback, and avoiding information overload.

> Report

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
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