

Ways of Effective Internal Communication

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Abstract

Communication is the lifeblood of any relationship. Communication bridges the gap and makes the matters clear to be discussed, makes the doubts clear and avoids misconceptions to creep up in the relationships. When it comes to the relationship of a boss and an employee it becomes all the more necessary in today's competitive world, as employees are the true asset of the organization. Thus retaining a competent employee is very important. For doing so effective and open dialogue in the form of internal communication strategy is very crucial for firms well being. Keeping the importance of effective internal communication in an organization, this research paper highlights the ways in which internal communication can be made more effective and influential which grabs and grasps the employees and help them to be more productive, effective and an asset in the true sense for the organization.

Introduction

“To effective communication begins with mutual respect, communication that inspires, encourages others to do their best.”- Zig Ziglar

Communication plays a very vital role in any relationships, as it clears the doubts and avoids misunderstandings to creep up. When we talk of relationship of the superior and the subordinate then we talk of relationship of trust and understanding in which both get along for the upliftment of the organization in which they are working. This can be achieved only through effective communication. The way in which a dialogue is opened with the employee is a tactful job so that it engages the employees in a natural way and also boosts up their morale and productivity. So it is extremely important to develop an effective communication strategy that is consistent with the company's values and missions.

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

- Tony Robbins

It is very well said the because of individual differences there are different ways in which people perceive the same thing in different way. Thus to effectively communicate it is very important that it should be said in a way in which it is understood by the subordinates in the same way.

Moreover, like a boring advertisement goes unnoticed similarly a louse talk can go unnoticed

without inspiring the subordinates. The superior has to have the skill of making an uninteresting talk also fun which grabs the attention of the subordinates. Hence realizing that an effective communication is one of the key skills required by a leader, this research paper tries to find out ways how the communication process within the organization can be made effective.

Objectives Of The Paper

- * To inspire and motivate the subordinates through effective communication.
- * To gain an insight into ways of developing an effective communication system within an organization.

Review Of Literature

The studies in the past showcase the importance of latest technology in bringing about effective communication in the organizations and their role in employee satisfaction.

(Charles, 2005) Critics of organization publications point to the expense that is incurred in an environment of cost cutting and redundancy; whereas, a black and white copy may be acceptable in times of budget cuts, a glossy four color spread may create employee - management friction. There is little research to support the redundancy or worthiness of hard-copy organizational publications as the focus of current studies is on the area of computer mediated communication within organizations.

(Gleba & Cavanagh, 2005, p.31) Currently it is not academia but rather the organizations themselves who are initiating the greatest amount of research into intranet technology. One such example is a study undertaken by the internal communication team of Ikea, a worldwide home furnishing retailer. The study concluded that “it's not just technology that makes or breaks an intranet”. Their findings suggested that the focus of an intranet should be designed with the needs of the employees in mind, what information they require and how access can be made as easy as possible.

(Jacoby & Luqi, 2007) However, research into the measurement of intranet effectiveness and perceptions of the employees towards the medium is still in its infancy and is seen as a fundamental shortcoming.

Lehumskallio (2006) defines intranets as “networks, built and maintained within the company firewalls, offering Internet technology and various contents for the exclusive use of the company staff” (p.291) and suggests that intranets are not only for information storage and retrieval but also for enhancing communication within the organization and information flow.

(Zetterquist & Quirke, 2007) Within organizations there is often distrust amongst employees towards management and they may not be regarded as a trustworthy channel for information. Therefore, an additional theme to emerge from the literature involving internal communication management is the importance of trust by the employees towards management – with trust evolving from good internal communication.

Explanation Of The Objectives

Coming to the first objective here are discussed some of the easy tips of making a communication more effective :

1. Simplicity
2. Unexpectedness
3. Concreteness
4. Credibility
5. Emotions
6. Stories

Simplicity is grabbing, as an idea which is floated in a simple way is comprehended in the same way in which it is intended. Unexpectedness brings in surprise and gains attention. Concreteness makes it precise. Emotions develop connectivity and stories create melodrama thus developing the curiosity which makes the communication effective and influential. These are the basic fundamentals of communication.

Going on to the explanation of the second objective here are discussed,

Ways Of Developing An Effective Internal Communication Wihin The Organisation

1. Open door policy:

An effective internal communication system requires that the boss should listen as well as speak. For this an open door policy by the way of superiors being more accessible is beneficial. Two way communications brings clarity in the relationship and brings trust.

2. Employee handbook:

Clear instructions in the form of employee handbook arrangement should be there, which facilitates the employees to get hands on information of the various benefits which accrue to them by being an employee of the particular organization. This same information should be put up on the company's intranet as well.

3. Intranet:

This is an in-house secure store which can include a wide range of useful information such as employee benefits or links to reports. Tools such as [Bitrix24](#) help create modern Intranet systems. Putting vital documents like expenses claim forms on the Intranet will ensure staff use it. The key messages can be put on the landing page so that it can be ensured that it is read.

4. Wiki:

This is a kind of software that lets groups of people work together on the same document. The document has no owner and anyone can add or edit as they like. There are lots of versions which are great for marketing and other projects that thrive on creativity and shared ownership.

5. Google Documents:

Google Documents is another kind of shared document, with the difference that it has an owner who can then invite comments by “sharing” with other people. It's good for things like board reports.

6. Social media:

Companies with young staff are becoming increasingly switched on to sites like Facebook as a good, cheap way of engaging with the workforce. There are various security settings which can hide it from the wider world.

7. Notice board:

A notice board is a very visible way of making sure important notices/messages are seen. Keep your health and safety info which can be put up as per the interests of the staff.

8. Online Stickies:

These are a great online tool for posting information such as important phone numbers or web passwords that certain teams of people in the office need to see. Many versions are available for free.

9. Meetings:

It's important not to just rely on email and other screen-based communication. This helps in face to face interaction which makes communication more effective .

10. Avoid silos:

There can be an arrangement for creating break-out spaces in different parts of the office to encourage teams who tend to stick together to communicate more with others outside of their group. This fosters team spirit and inculcates a fervor to get along and achieve the company's objective effectively through a good communication system.

The internal communication can be going on in a haphazard way so here are discussed

Ways Of Streamling Internal Communication

In today's world, it's easier than ever before to access information and communicate from anywhere. The employees aren't always in the same place at the same time, but that doesn't mean they can't communicate effectively. Thankfully we live in a time when communication can be streamlined using tools built specifically for promoting better business communication and **productivity** in the workplace. Following are the five ways to enhance company's internal communication strategy:

1. Send a company newsletter

The newsletter can be used as an outlet for summarizing news and updates. This also helps to inform the employees about sales goals and progress, as well as any press your business receives, new hires and anything else that is felt to be necessary for the entire company to know. The newsletter should be clear and to the point which can be done by adding a table of contents and **anchor** the headlines to their related sections. For longer articles, just a short description of the article be used and then a link can be added to the full article on the web.

2. Choose one tool for all company chats

Build a stronger working relationship amongst your employees, especially if the business

operates in several different locations. The ability to chat in real-time increases productivity and builds a forum for the employees to feel comfortable sharing ideas. For secure, easy-to-use chat tools like **Yammer**, **Hipchat** and **Slack are available**. This helps to chat one-on-one, in a group and invite clients to the conversation while controlling what they see.

All three tools save chats indefinitely, allowing to reference previous conversations. Slack comes highly recommended by our Social Media Manager, **Derek Overbey**, due to its robust search functionality provides the ability to search entire conversations by keywords. There is also a facility to leave a conversation and pick up right where it was left upon return to the application.

Hipchat uses the same security protocol as online banks and allows deploying its service on the company server. All the three applications can be used on the phone, tablet or computer to chat anytime, anywhere.

3. Store and share files in one place

It is required to protect the files that are shared with the co-workers and clients by using **Dropbox** or **Box**. Both services allow to control the content being shared, along with the ability to manage who is sharing the content. Dropbox and Box provide solid security structures with strong encryption methods, password protected links, and superior access controls.

Box also provides the functionality to make live edits to shared content and automate workflows for reviews and approval. This is especially useful for franchises that need an easy way to manage brand consistency for marketing materials used by their franchisees.

4. Conduct conference calls from one, secure phone number

Every business needs a reliable conference call tool. Two recommendations are **GoToMeeting** and **UberConference**. Schedule conferences with multiple offices, loop in employees working remotely and schedule meetings with clients or vendors. Using both tools, one can see a picture of everyone included on the call and know who is speaking at any given time, which is a huge plus for businesses that have multiple locations.

The employees may not know everyone in the company, so the ability to put a face to the people they're working with helps build a stronger community.

Both tools are simple to use and allow to record the meetings. One of the advantages of UberConference over GoToMeeting is the ability to use the same phone number which has been signed up with.

5. Manage projects from one dashboard

It's essential to keeping all communication regarding projects in one place. With tools such as **Asana** and **Trello**, one can manage workflows smoothly and efficiently. Both applications require minimal effort to set up and are easy-to-use.

Asana designed its layout to appeal to those who are more 'list-oriented'. Using Asana, one can create 'to-do' lists, manage projects via the calendar function, assign tasks to tags and easily keep track of project updates.

Conclusion

Thus, in this techno savvy world the companies can use the above mentioned effective tools to boost their internal communication system and bank on their real asset which is the human force by bringing them together as one team and work for the betterment of the company in an advantageous way.

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