



Internal communications: do better and do more

Rethink and diversify interactions with your employees using the tools at your disposal

At a time when companies are declaring loudly and clearly how important human capital is to them, they have everything to gain by fine-tuning their interactions with employees at every opportunity: whether they're handing out awards, making special announcements or carrying out team-building events.

Today, giving a speech at the annual meeting is old school and obsolete when there are now so many communications tools in play. You can choose from online video, podcasts, your intranet, mobilization programs and more—plus new tools pop up every year.

Think and act **like a brand**

Although the business world has been returning to in-person activities, thinking like a brand means also choosing from the wide variety of communications approaches that empower you to signal important steps or deliver key messages. By using these insightfully, you win in several ways by:

- Democratizing access to your content by offering it at the same time to everybody
- Celebrating your wins and successes
- Closing the distance between each employee—a necessity if they work in places far away from each other.

Acting like a brand means turning to different channels and multiplying the points of contact to stay top of mind and position yourself the way you wish.

And because employees now have less of a presence in the workplace, you encourage relationships—in person, virtual or otherwise—between teammates. Plus, you nurture your business culture.



The benefits **are many**

Beyond strengthening the employer brand, there are plenty of additional benefits to better internal communications:

- **Establishing close relationships** with managers via remote interaction: a CEO can now simultaneously address their 50,000 employees while each is in their own home
- **Humanizing** upper management: employees can rediscover their managers in a new light, for example, through interaction with a host as a guide
- **Increasing the frequency** of internal communications: chatting with employees never fails to reinforce their sense of belonging
- **Sharing and dissemination** of common messages: everybody receives the same information at the same time
- **Extending the moments** of contact via rebroadcasting, online platforms, internal social media, and so on
- **Rewarding and recognizing** employees, with the aim to inspire and retain them: and by the way, an employee generally needs four monthly moments of recognition.



Going **beyond** the WOW! effect

Finally, properly diversifying your internal communications means selecting quality platforms. Take the time to really examine how to maximize the calibre and relevance of the available vehicles. Keep in mind the principle of “the right message for the right audience at the right time—via the right channel.”

The perfect channel will maximize your event, but without a precise aim in mind, you won't hit the mark. The objective is not to generate a “Wow!” effect, but to take advantage of opportunities to communicate the critical messages in a relevant context with the appropriate tone. A good conductor doesn't maximize the number of instruments to make the orchestra as bombastic as possible, they ensure that the essential instruments are heard.

In this regard, the experts at Bob can advise you on the most effective avenues when it comes to messaging and targeting recipients. From strategic planning to deploying effective tools and efficient logistics, our team has an extensive, in-depth background supporting clients in their employer-employee relationships.

Signal the important steps or deliver the key messages internally.

Don't maximize the number of orchestra instruments, but ensure the essential instruments are heard.

