
Need to engage your employees?

Internal communications support



Why the focus on Internal Communications?

What our employees are saying

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Does any of this sound familiar?

- I wish I had been told about this!
- Where can I find about.....
- I don't know what the company strategy is
- I've heard rumours about this but nothing solid
- Oh so that's how it's supposed to work!
- How will that affect me?
- I get all these messages but they do not relate to my job!
- I haven't got the time to go through all these presentations
- I can't focus on the customer and read all this!

The way we communicate is essential in making an emotional connection with the target audience.

Q: Who is the best person to say if an emotional connection has been made?

A: The target audience, your employees.

Why the focus on Internal Communications?

What the industry is saying
(1)

Employees are
the crucial conduit
between an organisation and
all its different stakeholders
Opinion Leader Research

Big will not beat small
any more. It will be the
fast beating the slow.
Rupert Murdoch

Recipients of most ...
communication are numb
from the sheer volume and
lack of relevance.
SCM

Who gets up in the morning
for a distant corporate objective?
If a company gives real meaning to people's
work and the freedom and the resources to
pursue their ideas, then it's a good place to be.

Richard Stagg, cited in Generation Entrepreneur

Try to keep things
simple.
SCM,

Managers are simply not
up to the job of
communicating.
Melcrum publishing

Why the focus on Internal Communications?

What the industry is saying
(2)

A company's leadership must demonstrate its awareness, understanding and acceptance of the needs... of employees... for...the entire organisation's success and prosperity.

SCM,

Inconsistency undermines credibility.

SCM,

The best teachers are talented people doing the job you're learning.

Management Today, -

You can't lead without followers. But getting them requires more thantalent and charisma.

Followers are driven by their own powerful motivations.

Harvard Business Review

Organisations are waking up to the fact that while internal comms is a good thing – you can have too much of it.

SCM,

Successful organisations of the future will put employees at the heart of their business planning and communications.

Opinion Leader Research

Communication channels

All the usual suspects?

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RSS, Podcasting and wiki's are all relatively new ways of communicating, but are they appropriate and effective in your organisation?

Or is the 'old school' approach better, PowerPoint presentation, newsletters, coffee talks etc.

A successful communication strategy must be tangible to the audience. In today's business world change is the only constant and there is no longer 'business as usual'. A '*standard*' approach of '*one size fits all*' no longer works.

Which is the best fit new technology or old school; Or is it a combination of the two?

The target audience, your employees have the answer, as communicators we identify and use the most appropriate and effective vehicle for your organisation.

The approach

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To find out what excites the audience Wordstructure use a combination of two tried and tested methodologies.

Appreciative Inquiries (**AI**) and Employee Experience Design (**EED**)

AI starts by asking what works well in the current picture and what doesn't and building on the good.

EED asks what the dream case scenario for the organisation (employees and leaders) would look like.

By merging the two together we can co-create an Internal Communications strategy and campaign that fits your business objectives and your business and social culture.

Remember, enthusiasm is knowledge on fire and that knowledge comes from timely, tangible and engaging communication.

Why use Wordstructure?

What we do

Employee communication:
•strategy design and deployment

- audits
- Consultation and support
- Temporary management

Writing for business:

- Newsletters
- Research
- Business plans
- Proposals
- Copy writing
- Editing
- Fast proof reading
- English as a second language support

How we do it

- With speed and efficiency
- With a wealth of knowledge
- With openness and honesty
- As a virtual part of your organisation
- With Focused attention
- With dedication to make you (more) successful
- With a Dynamic and Innovative approach



This client brief was prepared by Tim Coomber

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Tim has over 10 years international management experience in both Worldwide and Europe Middle East & Africa functions encompassing internal communication, Customer Experience design, Employee experience design and management and, over 10 years as a journalist working in international current affairs and writing for business.

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