

# Exploring Internal Communication

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Exploring internal communication has long been the go to publication for internal communication public relations and human resources practitioners who want their practice to be grounded in research and guided by evidence based advice the new fourth edition has been comprehensively updated throughout to reflect the latest thinking in internal communication notably the use of social media within organisations is explored in depth in recognition of the increasing integration of digital platforms a greater understanding of the different communication roles played by line managers and senior managers is emerging and this is reviewed to help managers understand what is expected of them and how to succeed as they communicate with employees and the demands of channel management are becoming increasingly complex this edition helps practitioners negotiate this challenge enriched with models tips and case studies this book is an indispensable tool for both students and practitioners alike

This third edition of Exploring Internal Communication includes new chapters on the history of internal communication the evolution of employee engagement the current state of practice change communication storytelling research and measurement an internal communication measurement dashboard intranet management and internal social media it argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously the book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement

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this book aims to explore the connection between internal communication and employee engagement in both educational and business settings through the collection of chapters contributed by leading public relations communication and management scholars as well as seasoned practitioners readers will gain new insights into current issues in internal communication and employee engagement through a series of real world case studies analyzing current issues and offering best practices in internal

communication and employee engagement in specific industry and organization settings learning outcomes and discussion questions for both classroom use and business strategizing round out each chapter providing a springboard to further inquiry research and initiative development in these intricately intertwined areas so crucial to employee satisfaction and organizational success this makes internal communications and employee engagement an ideal resource for the intended audience of scholars students internal communication managers and organizational leaders

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internal communication has previously been overlooked in standard approaches to public relations both in theory and in practice the second edition of effective internal communication explores the ways in which attitude is fast changing as more and more organizations recognize that good communication with their workforce is vital for continued success and profitability in a practical and jargon free style effective internal communication looks at how internal communication is conducted across the different sectors and in organizations of differing sizes and complexity crammed with practical examples and useful advice the book contains numerous topical case studies that serve to bring theory and often complex issues to life this completely up to date second edition looks at a wide range of issues related to internal communication including managing internal communication internal communication across the sectors the legal framework the measurement of results the effects of technology and managing change the new edition also contains new chapters on communicating in a crisis leadership by mid level managers and the future of internal communication

communicate change effectively and bring stability and clarity in difficult situations through insight and lessons from global brands including unilever john lewis hsbc and kpmg with this essential guide for anyone responsible for managing the communications around employee engagement motivation retention and change management communicating a company s goals strategy and tactics change processes and brand values effectively within the workplace makes a real difference to the success of any business when handled professionally it will have a positive impact on employee engagement organizational culture and performance this new book written by leading pr and internal communications experts shares the exclusive stories of leading practitioners across sectors and industries including manufacturing telecoms pharmaceuticals professional services fmccg and more to demonstrate the tools models and practices that have overcome a variety of challenges in a range of organizations explaining how to make the case for internal communications at all levels including advice on how to set objectives selecting the right communication channel the best way to deliver tough messages how to evaluate and collect effective data successful employee communications delivers an essential and easy to follow framework for delivering engaging communication strategies that work

previously restricted to cascading information and managing day to day conversations internal communication is now essential to empowering employees to deliver business strategy strategic internal communication shows how to design and implement a strategy which will lead to engaged and motivated staff increased productivity and consequently improved business performance the book uses the author s own dialogue box tool designed to help companies explore more thoroughly what kinds of conversations they need to have with employees to address internal and cultural challenges it helps transform organizations into open and transparent communities to ensure that entire workforces are committed to the overall business vision this fully updated 2nd edition of strategic internal communication includes new information on how to use dialogue box during times of transition and organizational change it also gives advice on how to manage difficult conversations and avoid damaging miscommunication and misinterpretation supported by examples and case studies from the author s own experience strategic internal communication is an indispensable guide to creating an integrated and collaborative culture which will take your organization to the next level of success

a powerful defense of original jurisprudence

get internal communications right in your organization and the benefits are clear motivated staff better financial performance a

strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters internal communications explores what good practice in internal communications looks like providing a no nonsense step by step approach to devising an internal communications strategy written by experts with extensive experience as consultants and in house leaders in the private public and not for profit sectors internal communications covers how to build an internal communications team and plan devise messages and decide which channels to use work with line managers and senior leaders research and evaluate internal communications and support change within an organization supported by easy to follow models example explanations of the core theory and case studies it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization the book is also supported by online resources including slides for lecturers

every programme and project manager knows that they need interaction and engagement to be truly effective but their understanding of what good communication looks like can vary all too often people are put into communication roles without the necessary skills or experience whilst there are many texts on public relations and an increasing number on internal employee communication programme and project communication spans a number of disciplines and has its own requirements communicating projects gives programme and project communicators a framework for developing an effective strategy that goes well beyond inter programme project communication and looks at how to achieve behaviour change and even increase employee engagement through the process the book follows a best practice model for communication strategy development and planning the model is supplemented with vignettes that explore communication concepts in more detail for example employee engagement communication theory and persuasion at the same time the text follows the project lifecycle with the appropriate approaches for initiation development and delivery stages outlined if you accept the crucial role communication plays in securing project success then this book is a must have guide for any project manager or anyone tasked with stakeholder engagement

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