

BUSINESS TOOLKIT

Internal Communications



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5 TOP TIPS

Internal Communications



Alison Gatenby is Internal Communications Specialist at Bradford College, working with managers and colleagues to communicate policies, procedures and corporate information effectively.

Marketing and PR is about attracting customers and raising your organisation's profile, but when it comes to internal communications it is just as important to put in the time and effort to communicate well with your workforce.

After all, employees are the heart of any organisation, and the more engaged they feel with what the business is doing the more positive the impact on productivity and customer service.

Here are some top tips for communicating with your employees:

1 Know your audience

Whether it's a small family business or larger organisation, tailor your messages to your audiences. Don't assume they know everything you do, or that they will understand corporate jargon.

2 Messages should be timely and relevant

Being kept up-to-date on what is happening within the organisation makes it easier for employees to do their job. Does everyone need to know every little thing? In short, no. But when it's something they do need to know, give them time to read, understand and do.

Bringing in a new policy? Tell them about it and what it means before it comes into effect. About to make headlines in the local press? Tell them about it before it hits, so they hear it from you, and don't read it in the media first.

3 Keep it short and simple

Your employees are busy, but there are always things going on that they need to know – a quick face-to-face conversation is ideal as they can ask questions and you can be assured they've received and understood your messages.

But if that's not possible and you need to send an email, message or post a blog, avoid jargon and overly long explanations. Keep it short, simple and to the point so that there's no room for confusion.

4 Be friendly and approachable

The great thing about speaking to people face-to-face or over the phone is the friendly tone and rapport that is built. When writing messages you need to remember to be friendly and avoid overly formal and corporate language.

5 Make communication a two-way street

Employees care about the organisation they work for, so it's important to seek out their views and feedback and give them a voice, encourage questions, let them identify problems and encourage them to come up with solutions. You'll hear some great ideas and you will find that if you listen to them, they will listen to you.

About Bradford College

Bradford College has delivered quality further and higher education and training for more than 185 years and is one of the biggest further education colleges in the country. We're also one of the largest providers of higher education outside of the university sector. In total, our student body is around 20,000 strong.