

UNIT-4

Employee

Communication and

Engagement

How HR goals and objectives are related to communication and engagement

The financial case for strategic communication

The link between communication and engagement

How to communicate effectively

What do you like about employee communication at our company?

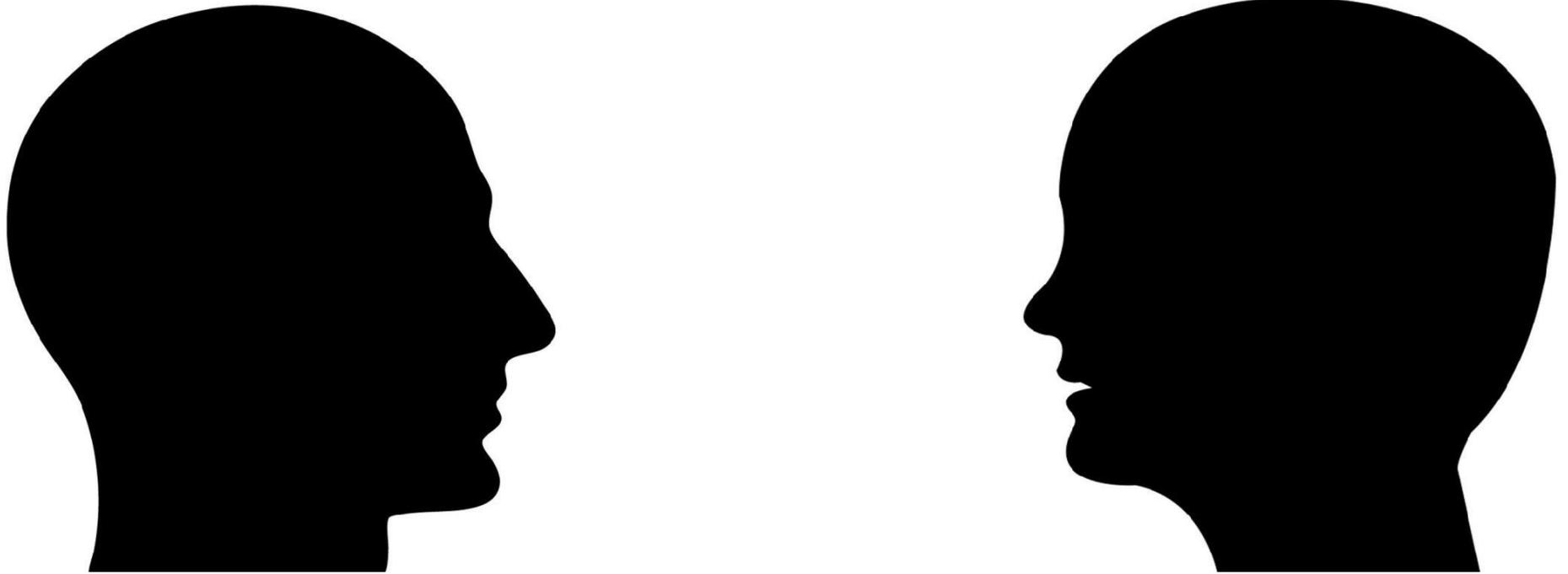
What would you change?

Attract

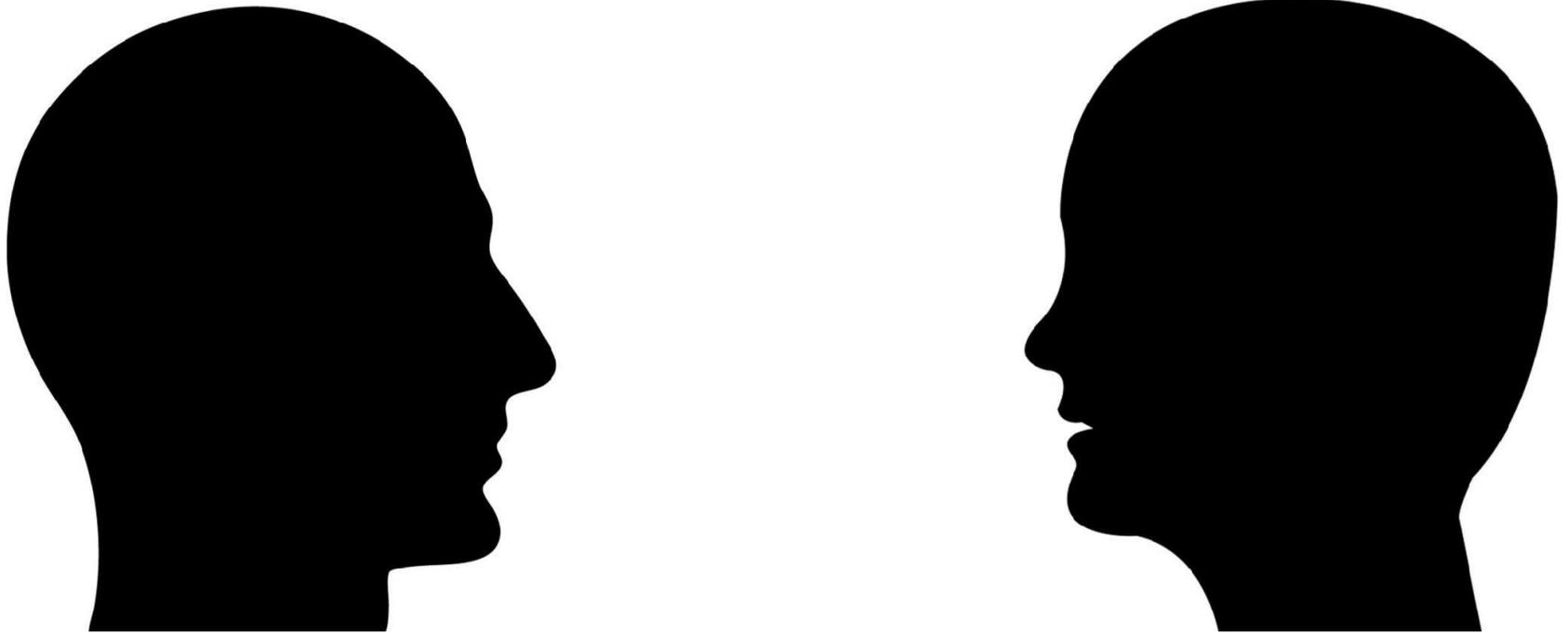
Retain

Engage

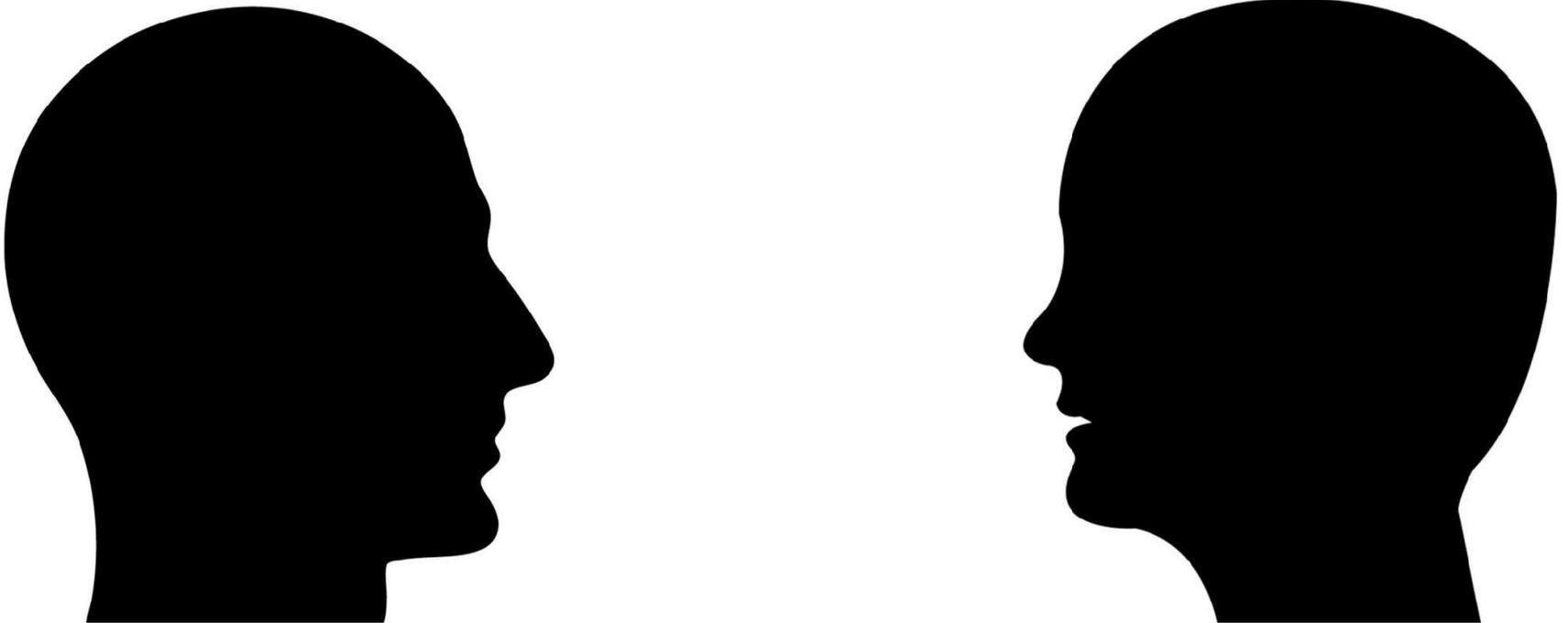
People: Communication as a retention strategy



Systems: Consistency in
communication practices



Culture: Engage with
two-way communications



Are people leaving due to a lack of communication?



Is there consistency in the barrage of messages?

email announcements

staff meetings

one on ones

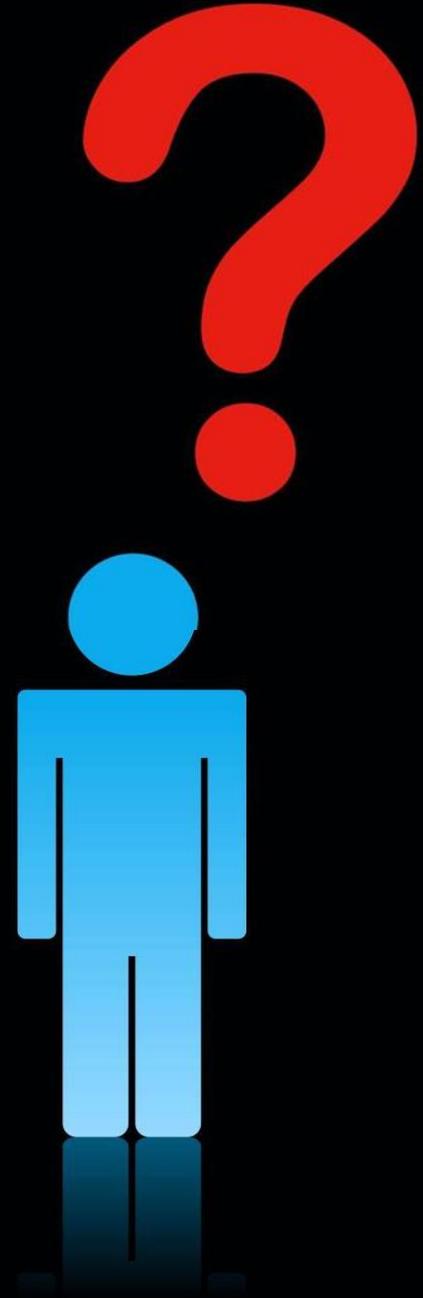
intranet postings

departmental newsletters

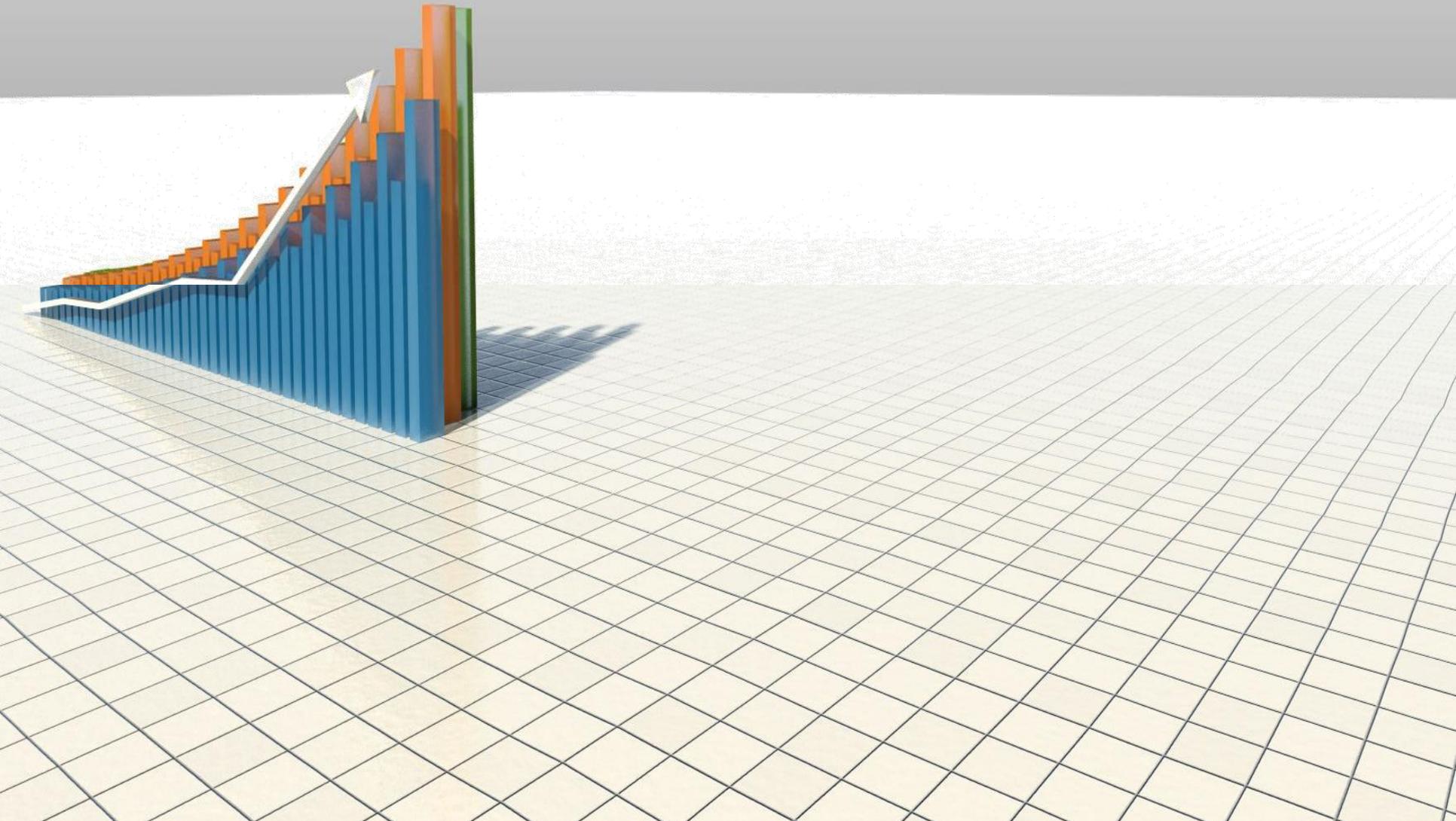
executive memos



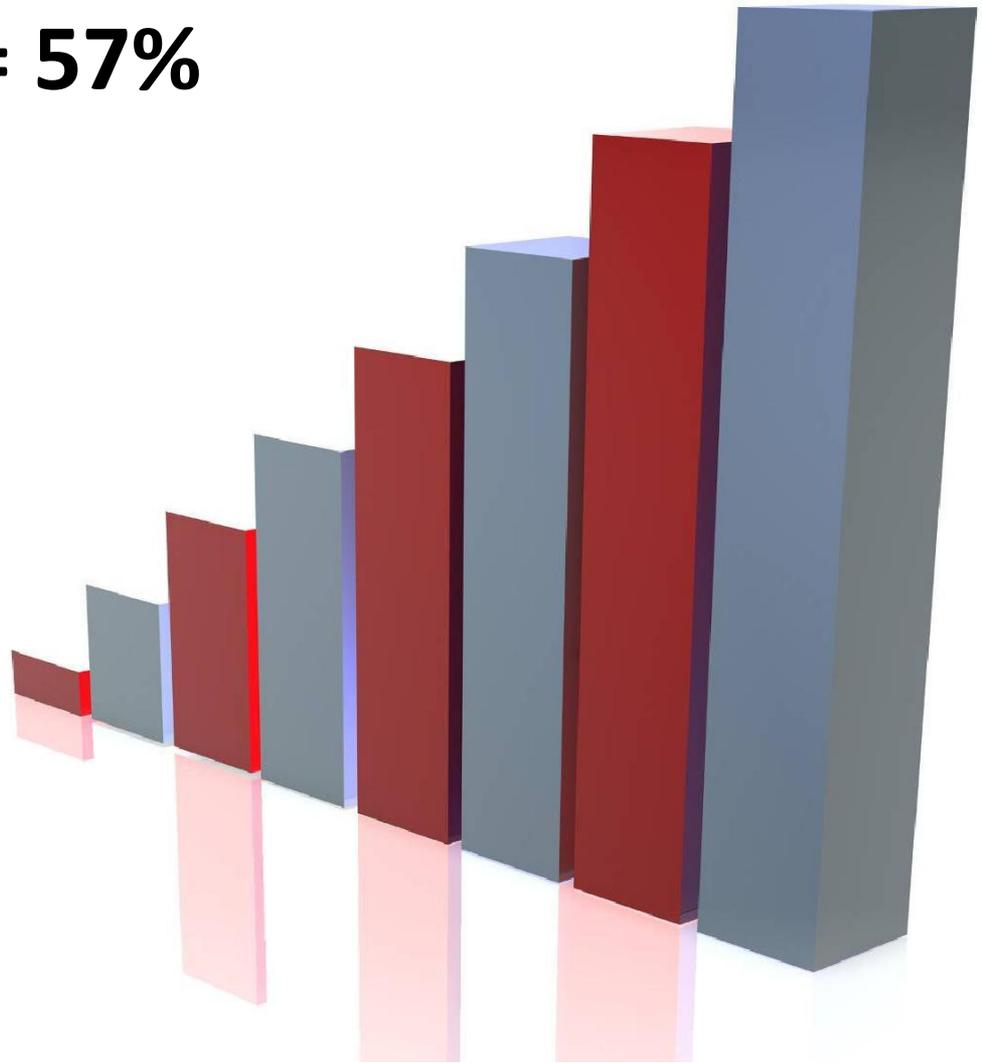
Are our employees
How do we know?



Strategic communication brings bottom line results



**Communication = 57%
higher return to
shareholders**



Revenue

**52% gap in operating
income between high
engagement and low
engagement companies**



Engagement:

**Commitment that leads
to greater effort and
intent to stay**



Communication drives engagement

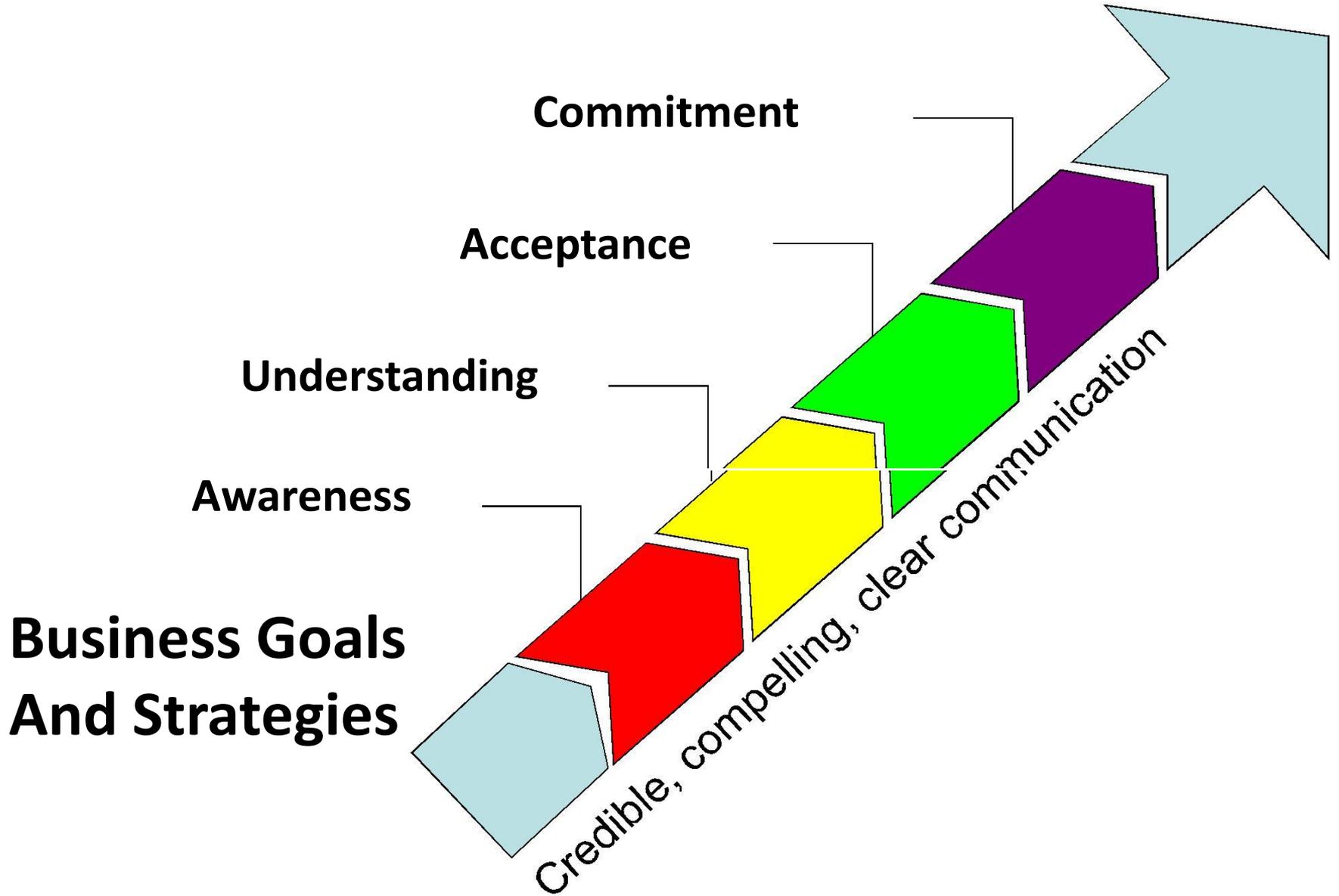


Most important commitment driver:

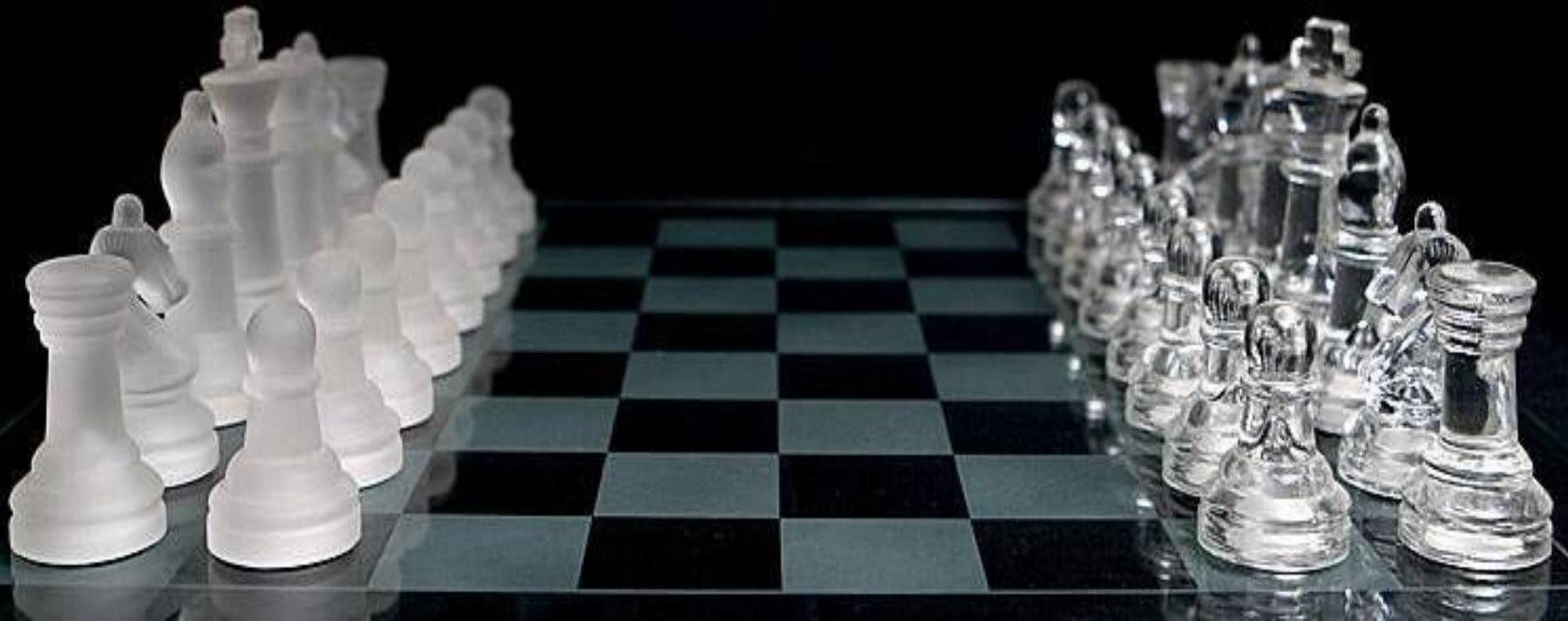
Having a clear understanding of strategy and direction of the organization and how it's linked to day-to-day work

Ability to communicate

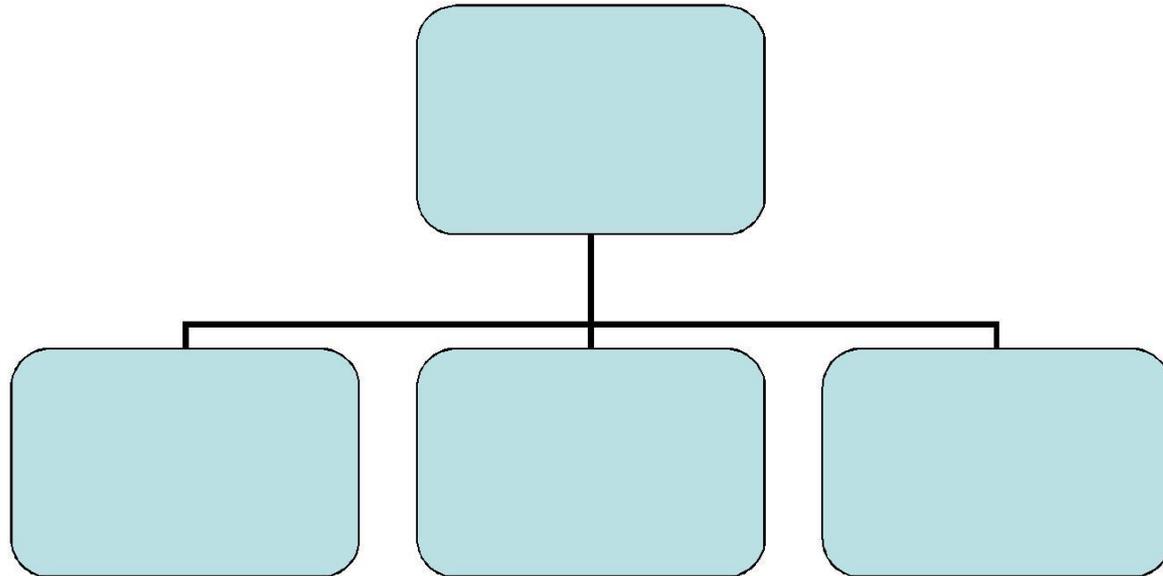
Engagement

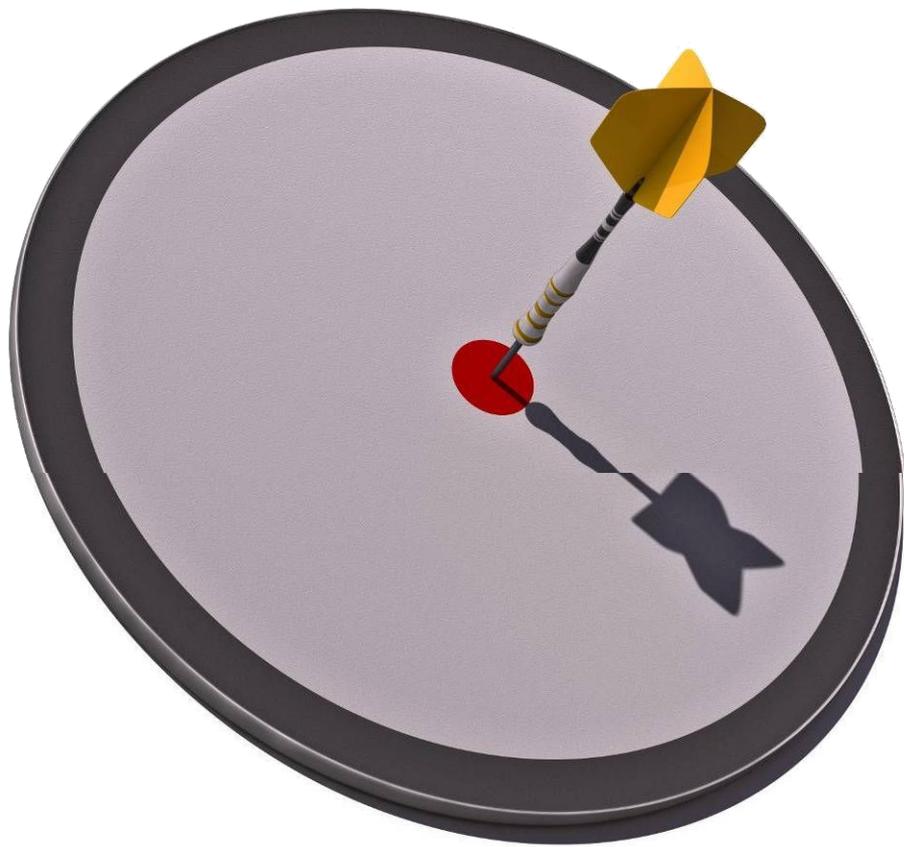


Employee communications
must be strategic



Communications must be managed





Goals of employee communication

- Excellent
- Very good
- Good
- Average
- Poor



“If communication is not your top priority,
all of your other priorities are at risk.”

- Bob Aronson
- communications consultant