

# Exploring Internal Communication

Effective Internal Communication Internal Communication Strategy Effective Internal Communication Influential Internal Communication Strategic Internal Communication Exploring Internal Communication Current Trends and Issues in Internal Communication Internal Communications Strategic Internal Communication Internal Communication and Employer Brands Gower Handbook of Internal Communication Excellence in Internal Communication Management Internal Communication and Employee Engagement Internal Communication Management A Practical Guide for Internal Communicators Making the Connections The IABC Handbook of Organizational Communication Successful Employee Communications Corporate Conversations Innovative Internal Communication Lyn Smith Rachel Miller Lyn Smith Jenni Field David Cowan Kevin Ruck Linjuan Rita Men Liam FitzPatrick Susanne Dahlman Ana Tkalac Verčič Eileen Scholes Rita Linjuan Men Nance McCown Antonio Ragusa Simon Steers Bill Quirke Tamara Gillis Sue Dewhurst Shel Holtz Joanna Parsons

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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

getting internal communication right starts with having a clear strategy internal communication strategy is your all in one guide to designing developing and delivering an effective internal communication strategy that will inspire and motivate your employees written by award winning communications professional rachel miller and featuring key insights from companies such as marks spencer hilton bbc and the met office this book covers not only how to develop and write an internal communication strategy but also how to practically implement it throughout your organization to create a shared understanding and vision with workplaces constantly evolving this book gives you a solid framework to return to when you need to refresh your strategy providing actionable guidance and inspirational insights throughout drawing on the author s 20 years of experience it also tackles the key topics facing communicators today including communicating with neurodivergent employees how to influence at c suite level the effect of hybrid working and how to measure the impact and prove the value of internal communication

previously overlooked in the workplace this book explores how internal communication is conducted across the different sectors and in organisations of differing sizes and complexity

streamline your internal communications and enjoy the benefits of increased employee engagement and improved corporate communications in even the most stressful time sensitive situations

effective internal communications is a much neglected area in the world of business while most organizations recognize that the external communication between customers and shareholders is crucial to the success of a business very few consider the implications of their internal communication or develop a clear strategy for it so while management decisions may be perfectly rational badly executed communication can leave staff across the organization confused worried or disinterested strategic internal communication offers a complete approach to building engagement performance and cultural integration in any organization it looks at the relation between the traditional silos of internal communication hr and employee engagement and demonstrates using the new dialogue box approach how to use communication more effectively and strategically to break down these barriers

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 edited book delves into important current issues and trends in internal communication from a strategic communication perspective it presents recent research findings theories best practices and cases in internal communication on a global scale the book discusses emerging and important long standing issues in depth including topics such as employee advocacy internal social media internal issue management and crisis communication employee activism purposeful communication leadership communication internal csr communication cross cultural global internal communications internal communication and employee well being within these topics the chapters address the function of internal communications in contemporary times the role of leaders how to integrate emerging technologies building an internal brand and measuring the effectiveness of internal communication this book will be a comprehensive source on

internal communication especially on its new theoretical development related to the emerging issues and trends best practices and future directions for research and practice

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

what is internal communication what role does it play in contemporary organizations what are the consequences of malfunctioning internal communication there are many aspects of internal communication work related social formal informal vertical horizontal between coworkers between coworkers and managers communication before and under organizational changes internal crisis communications and so forth we think of different forms of communication channels such as intranet staff magazines electronic billboards and internal television this book interconnects these different parts and emphasizes the strategic value and importance of internal communication we understand internal communication as an unused capital with a large potential for organizational success further we understand internal communication as a basic prerequisite of organizations that is performed by all members of an organization managers coworkers and communication professionals traditionally there has been too much emphasis on the work and function of communication professionals when internal communication is discussed but most of the communication value is actually produced by managers and coworkers however communication professionals are the communication experts in organizations that strategically facilitate the organization this book is based on a cooperation between susanne dahlman senior communication consultant and mats heide professor in strategic communication at lund university hence this book has a

unique approach that covers both practical and academic aspects of internal communication this book is a response to the demand for a book that covers the strategic aspects of internal communication in practice and as such is ideal reading for both practitioners and advanced students

this book proposes a model of internal communication based on empirical research to demonstrate how contemporary organizations strategize organize perform and measure it internal communication is the management of communication between an organization and its members to inform motivate engage and cocreate meanings to make organizations more effective the book presents key concepts defining the successful implementation and execution of internal communication internal communication satisfaction employee engagement employer branding organizational support and psychological contract fulfillment including an extensive literature review and informed by in depth interviews conducted with corporate communication directors and human resource management directors in 25 croatian organizations the book uses original research to give practical guidance on internal communication best practices the book is an ideal resource for researchers and advanced students of public relations and corporate communication broadly and internal and employee communication specifically

employee commitment can mean the difference between success and disaster so internal communication is now a key issue for senior management this new gower handbook recognises ic s emergence as a new management discipline it is aimed both at the generalist manager who needs to come to terms with the theoretical and technical aspects of internal communication and the media specialist now seeking wider management skills and perspectives early chapters examine changes in ic s strategic context these include organizations increasing need for innovation and flexibility the disappearance of loyalty among employees growing recognition of the importance of corporate brand and how to sustain it and the effects on traditional work and management patterns of new computer networks step by step guides introduce the reader to creating ic strategies and to carrying out research and measurement over 45 communication techniques from team meetings to web sites are evaluated for use in differing circumstances the handbook also looks at how to set about developing good communicators and finally presents 16 practical case studies in key application areas organizations featured are all leaders in their field among them andersen consulting the body shop bp chemicals ibm the boots company glaxo operations rover smithkline beechem wh smith and unigate dairies eileen scholes and her team have compiled what

is probably the most comprehensive and is certainly the most authoritative guide available to the principles and practice of internal communication

this book integrates theories research insights practices as well as current issues and cases into a comprehensive guide for internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders build beneficial relationships build ethical organizational cultures and engage employees in a rapidly changing business and media environment solidly grounded in theories of organizational communication and behavior public relations leadership moral philosophy and business management this book shares insights about current workplace topics including employee engagement trust change communication new technologies leadership communication ethical advising and decision making transparency and authenticity and measurement mechanisms underlying best practices of internal communication are explained data backed strategies and tactics in enhancing internal communications are discussed we offer valid scales for use in internal communication assessment the book concludes with predictions of the future of internal communications research theory development and practices

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

a practical guide for internal communicators is the best of the progressive ic blog it offers real life hints tips and ideas about a wide range of topics with a focus on the digital workplace and the role of enterprise social in business the book is

about modern day workplace communication and the changing role of internal communication in the digital age it is packed full of content on a range of topics including culture engagement leadership communication and channels

bill quirke demonstrates practically how businesses can use internal communication to achieve differentiation to improve their quality customer service and innovation and to manage change more effectively he describes the why the what and the how of internal communication why business needs better communication to achieve its objectives what internal communication needs to deliver to add value and how organizations need to manage their communication for best results

the iabc handbook of organizational communication this new edition of the iabc handbook of organizational communication contains a comprehensive collection of practical knowledge about successful corporate communication and its effect on an organization as a whole thoroughly revised and updated to meet the realities of today s organizational environment the second edition of the iabc handbook of organizational communication includes fresh case studies and original chapters this vital resource contains information that is relevant to communicators in any organization from global conglomerates to small businesses public companies to private firms and for profits to nonprofits the expert contributors cover a wealth of relevant topics including how to excel at executive communication and executive coaching an in depth examination of communication counsel a review of communication and ethics as a whole a review of corporate social responsibility and sustainability issues and how to prepare for communication during a crisis the book also contains information on current issues and trends such as the effects of the recent recession and new technologies that affect strategic communication management a review of internal and employee communication issues the growing need for international and multicultural communication and strategies for combining traditional and social media are explored in detail whether you are a professional communicator or a corporate executive without a background in the communication discipline you will gain new insight into traditional and emerging issues in organizational communication and learn what it takes to reach stakeholders both inside and outside the organization

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 fmcg 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

holtz presents a comprehensive guide to crafting and delivering vital internal messages the text shows professionals at all levels how to improve their communication skills and maximize communication tools

embrace innovation and creativity to take your internal communications beyond conventional methods and create lasting impact in your organization internal communication is critical for business success as is innovation technological advancements and changing employee expectations are reshaping the workplace meaning traditional communication methods are no longer sufficient this book explains how adopting an innovation mindset and placing employees at the forefront can revolutionize your internal communication enhance employee engagement and ultimately contribute to the achievement of organizational goals covering the different obstacles practitioners may face this book provides practical ways to overcome every challenge in order to free up space for innovation and experimentation in your work from maximizing impact through psychology and behavioural science to how to best balance the technology that is available with the human touch this book takes your communications beyond the basics of best practice and onto the next level of effective communication in this hands on book learn how you can drive change in your organization and encourage a culture of continuous learning and improvement ensuring that your internal communications can continue to adapt to meet evolving employee expectations

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