

EXECUTIVE BRIEF

# Internal communication

Could better writing improve your company culture?

The Language Analysis Platform  
That Means Business

[VisibleThread.com](https://VisibleThread.com)





# Introduction

Internal communication is a core component of employee engagement. It reflects how a company communicates with its staff and how staff communicate with each other.

Internal communication is an important way of connecting and motivating employees, communicating with them, and keeping everyone informed. In most companies, internal communication is formally handled by HR, but in truth it encompasses all the communication between all your employees.

Previously, internal communication was often a top-down affair. Senior managers sent out memos or newsletters with high-level updates and regular team members received them as emails or through the intranet.

These days, internal communication is seen differently; expert Rachel Miller of [AllThingsIC](#) defines it as “the way a company interacts with its people and they interact with it.”





# The benefits of a strong internal communication strategy

There are cultural, productivity, and financial benefits to ensuring strong internal communication at your organization. It can improve your employer brand, support new modes of working, and even increase revenue.

## 1. Engaged employees power stronger companies

Great internal communication has a variety of benefits; [according to Smarp](#), it saves your employees time, it's central to effective project management, and it boosts trust. [Research presented in the Harvard Business Review](#) suggests employees who feel fully informed and more engaged may be 21% more productive. Companies with effective communication strategies see [47% higher total returns to shareholders](#).

---

**“Internal communication plays a key role in keeping everyone motivated, productive, and on the same page”**

Conversely, there is a cost to poor workplace communication. David Grossman, author of [The Cost of Poor Communications](#), gives a figure of \$37 billion as the total estimated cost of employee misunderstanding. This figure includes actions or errors of omission by employees who have misunderstood or were misinformed about company policies, business processes, job function or a combination of the three in 100,000-employee companies. Some 400 American corporations were surveyed for the report.



## 2. Good internal communication means less time spent recruiting

Recruitment is an expensive and resource intensive activity for companies. According to Blink, companies that communicate effectively are 50% more likely [to report below average turnover levels](#). This is increasingly important as employers cope with the impact of the “[Great Resignation](#),” which saw 4.5 million Americans leave their jobs in November.

Higher engagement can also mean a 40% reduction in absenteeism. That means less time interviewing new people and training them in, which can be a big drain on resources.

## 3. Remote and hybrid working

As we enter a ‘new normal’ where hybrid working and remote working have become the norm, [internal communication takes on even greater importance](#). The ability to collaborate, inspire each other, and communicate effectively while working from different locations and different time zones has grown. Internal communication plays a key role in keeping everyone motivated, productive, and on the same page. Make sure to include remote employees in internal communications and recognize their input.





## 4. Advocacy

Some companies spend millions on developing their employer brand, but the vocal support of your employees brings with it a level of authenticity that money can't buy.

When someone says: "I love my job," that's [a powerful endorsement](#) of a company's values. As potential employees frequently turn to review sites like [Glassdoor](#) to vet a company's culture before they apply for roles, it's wise for businesses to consider how internal communication impacts their employee experience and overall brand image.

## 5. Crisis management

Internal communications plays a crucial role if your company experiences a crisis. From a fire at one of your factories, to a natural disaster, to a scandal involving one of your executives, a crisis can come in many forms.

---

**"When a crisis hits, it's important that internal communication is prioritized so that employees know what's happening, who to direct journalists to within the company, and not to make any unauthorized comments that could hurt the company"**

It's a time when communication needs to be controlled and centralized as journalists can be pretty ruthless in the hunt for information, picking up the phone and calling different lines until they get someone to make an unofficial comment. [Internal communication must be prioritized when a crisis hits](#). Informed employees know what's happening, who to direct journalists to within a company, and how to protect themselves from accidentally making unauthorized comments that could hurt the company.



# How to improve your company's internal communication

When it comes to internal communication, what matters most is that you're conveying the right message. A well-rounded approach to internal communication will include company news like acquisitions or product launches, internal promotions, 'employee of the month' announcements, updates on important projects, and spaces for peer-to-peer communication.

- **Develop multiple channels:** Do you communicate through an intranet site, an email newsletter, all-hands meetings, or a noticeboard? Is there an opportunity to use video to illustrate things that would be harder to communicate in an email, or could you use a podcast to deep-dive into a niche topic. It's likely that you need to use a combination of online and offline methods of keeping in touch with your staff. Be creative!
- **Make it circular:** Make top-down communications a thing of the past. Give your new joiners and low-level managers the chance to create content for senior management or even the board. Don't forget to encourage interdepartmental communication too; does your finance department know how your sales team works?
- **Get personal:** We spend a good chunk of our lives at work, some of us meet our closest friends or life partners there. Encourage employees to share when it's their birthday, a work anniversary, or when they have a big milestone in their life outside of work. Companies love to claim that they are one big happy family; try to make that a reality by creating opportunities to celebrate personal news.
- **Improve your writing:** Whether it's a blog post, a video script, or a memo, good internal communication requires good writing. If you plan to introduce employee-led and peer-to-peer internal communication, how can you ensure that the quality of the content remains high? [A language analysis platform can be a game-changer for companies who wish to create clarity](#) in their communications at scale.
- **Recognize excellence:** Everybody loves a little recognition for a job well done. Acknowledging employees who are doing well publicly makes them feel valued, and encourages their colleagues to strive for their best as well. It's good for morale and generates goodwill. A white paper from WorkHuman reveals [69% of employees say they'd work harder if their contributions were recognized and praised](#).



# How to get started with a new internal communication strategy

A good internal communication strategy can contribute to a positive business environment at your organization. A listening exercise is a great place to start. Talk to your employees in meetings, ask for feedback in one-to-ones, and send out surveys.

From there, look at your current strategy and see what should be kept or updated, what should be thrown away, and what might need to be added in. **Your journey to a connected internal communication strategy starts here.**

[Try VT Writer For Free Now](#)

Trusted by the World's Largest Organizations







# Using a Language Analysis Platform to achieve quality improvements - 5 easy steps

Clear communication requires changes to your organization's mindset and processes. The framework below offers a starting point for companies.

## Step 1: Identify a champion or team

Recognize that all departments produce content. Identify a champion or team who can work cross-functionally.

## Step 2: Create a baseline with a content audit

Gather existing customer communications and measure against readability metrics.

## Step 3: Make your style guide accessible

Provide clear guidance to all writers. Ensure they can easily access it.

## Step 4: Support writers to score content for clarity

Use technology to support writers and allow them to self-score their content for clarity.

## Step 5: Measure and improve

Analyze usage and adoption of your plain language program. Measure quality improvements over time.

## When will you prioritize plain language?

You have an important decision to make. Will you prioritize customer experience to foster long-term relationships with customers and boost revenue? Or will you choose to underestimate how plain language can transform your business internally and externally?

VisibleThread provides technology to organizations who want to improve content at scale, boost customer experience, and secure a top position in their market. The time to act is now.





# Get your free VT Writer trial today

Self-score business-critical documents and text in a single click.

**Get your free 14-day trial and improve your mission-critical business writing today:**

- Analyze Unlimited Text Snippets
- Analyze URLs
- Analyze Documents
- Create Personal Watch Words and Ignore Lists

**Get Started**

“I’m on temporary loan to the Public Health Agency of Canada to help with web writing about COVID-19. This pandemic has underscored the essential nature of plain language during a crisis. When communication is critical, plain language is essential. There’s no room for ambiguity.”

Susan Scruton,  
Senior Communications Advisor and Web Writer  
**Government of Canada**

