



**INTERNAL
COMMUNICATIONS
101**



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9 November 2015

Internal communications 101



What we'll cover

- What internal communications is
- Why internal communications is important
- How to communicate internally – some practical advice and tips
- What happens when it goes wrong?



But first...some assumptions

Human needs in the workplace

1. We all want to feel valued
2. We all want to understand what's going on and why
3. We all want to believe we're part of something valuable
4. We all want to feel connected

Satisfy those human needs...

...and the paybacks are clear



1. Enhanced job satisfaction
2. Retention of good people
3. Positive impact on productivity and efficiency
4. Enhanced customer service

The key roles of internal comms



Really, it's about communicating three things:

“Here's what's going on; here's what we're doing and why”

“Here's how we do things around here”

“Thank you – keep going”

Getting it right!



What successful internal communications can create:

- Ambassadors
- Defenders
- Contributors

Some principles



1. Successful internal communications must be grounded in the values of your organisation
2. And it must be authentic!
3. Staff first – always
4. Stick to your commitments – always
5. Internal communications is everyone's job
6. It is not a replacement for interpersonal communication between managers and their teams!
7. Two-way communication is vital

Tell me how!



Some practical advice

- Cater to your audience
- Use more than one channel if necessary
- Consistency is key!
- It's less about how, and more about what
- Ask for feedback – two-way communications is vital
- Use feedback wisely
- Repeat, repeat, repeat some more. If in doubt, repeat again!

Internal comms in action



Any questions?

