

How to Skyrocket the Positive Impact of Internal Communication on Employee Engagement & Profitability

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5 Strategies to Skyrocket the Positive Impact of Internal Communication on Employee Engagement & Profitability

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Skyrocket the Positive Impact of Internal Communication on Employee Engagement: Employee Communication Strategies that Work

You've seen the studies or you've seen it at work: Employee engagement has a direct impact on company innovation and profitability. If we can get every employee to be fully invested in what they do for us at the office, on Zoom or in store, there are no limits to where we could take the company.

You can find a lot of employee engagement strategies online ([we cover them on our blog too](#)). But there's one foundational strategy almost no one talks about – the impact of internal communication on employee engagement.

Let's change that. Let's dive into this impact, and discuss employee communication strategies that help make the most of it.

The Impact of Internal Communication on Employee Engagement and Company Revenue

When you invest in better internal communication, you reap the benefits:

Internal Communication Helps Managers Find Gaps Before They're Issues

We all have spreadsheets, but even in the most reliable, well intended situations, spreadsheets don't tell the whole story. Or they tell it when enough has happened for it to stand out in the numbers.

To get ahead of issues, you need trusting internal communication, and employees who are engaged enough to care.

Internal Communication Helps Companies Engage Employees

That's often the role of employee communication. Companies that understand [employee engagement research](#) communicate their mission to make sure everyone works toward the same goal.

In addition, they ensure their employees feel heard and know that their individual work is essential to the company's success. They tend to see much better throughput.

Internal Communication Helps Employees Engage with Each Other

In more advanced employee communication strategies, companies help employees engage with each other. Why? Employees who feel free to talk to each other are likelier to ask for help, or to spend more time on a problem together. Meaning they're likelier to come up with a creative solution they wouldn't have come up with on their own.

Plus, when employees are engaged with each other, there's a sense of community. That increases motivation to stick around longer, and put in the work that it takes to stay in the organization. It increases the emotional connection to work, which makes the company's success their own.

Employee Communication Strategies that Boost Engagement

Now that we understand the role of employee communication, how do we implement it?

1) Communicate Your Key Company Values

Verify your employees know what matters to your company – how employees show up with each other, how the company shows up for its customers, and the difference the organization wants to make in the world.

You'll want employees that want to help you turn these values into everyday practice.

2) Be Respectful and Appreciative

Every employee needs to be treated as a respected adult: No yelling, putting them down or measuring every 30 seconds of their work. Instead, show appreciation when they do well or make an effort, and provide empathetic guidance when needed.

3) Treat Feedback as a Growth Opportunity

The impact of internal communication on employee engagement becomes evident in employees' willingness to make mistakes and ask for help.

If someone isn't making mistakes, in some cases, they might be playing it as safe as possible out of fear. When you have the opportunity, provide empathetic, non-shaming feedback. Clarify that your intention is to help them grow, because you trust in their ability to help your company grow.

4) Create a Safe Space for Sensitive or Confidential Internal Communication

Your employees might be dealing with a lot. Sometimes it's harassment, abuse or a colleague who hasn't mastered communication skills. Other times it's something at home.

Many employees are afraid to ask for support in the workplace, certainly during a pandemic. But a workplace's ability to find compassion and resources for an employee can make a big difference to that employee's engagement and how she or he will give back to the company.

5) Ask for Employees' Input

The role of employee communication in engagement isn't one sided. Therefore, encourage your employees to provide feedback on your employee communication strategies and everything else that goes on in the company.

Simultaneously, let them know that their input on company strategy, and how the company executes the strategy, matters too. They see firsthand what works and what doesn't, so you might experience their feedback's impact quickly.

But when you look at the long term, the impact will be tenfold. Employees that believe their work and expertise actually matter invest more in their work.

Want the Best Impact of Internal Communication on Employee Engagement? Do it Consistently

Use group messaging apps, internal message boards or an [employee engagement app](#). Verify management is touching base with the team on a regular basis.

Employee communication strategies might take a little while to show results. You're building an entire new aspect of your company culture here.

But as in many other strategies, the impact starts happening when you consistently take small steps forward every day. When you consistently build the team's communication habits and skills.

Gradually, you'll build trust and engagement as well.