

**START
STRONG IN**

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In this complex and changing world it's more important than ever to move decisively, communicate boldly and act fast. Now's the time to start thinking about your springboard to growth as we help you by **#ClarifyingTheComplex**



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The critical role of internal comms

1 Leadership – the culture and attitude of your organisation will come from the top. If you want a passionate and enthusiastic workforce, you need to train your leaders to be passionate and enthusiastic communicators. There will be a range of anxiety levels right now and leadership is crucial – a level-headed voice of reason will be gratefully received by many.

2 Trust – your best brand ambassadors will be those employees who believe you have their interests at heart. Open and honest communication counts and builds trust.

3 Two-way exchange – if you want employees on-side and engaged then you have to make it a two-way conversation. If it's top down only comms then you won't establish rapport and trust.

4 Clear and quick comms – frequency and continuity are key. Employees expect regular updates and in tough times a regular flow of information can help to keep employees engaged and on side.

5 Measurement – right now you need to know how your employees are feeling and start benchmarking sentiment. What are the levels of anxiety, satisfaction? If you don't measure you won't know what's hitting the mark.