

A Great place to Work

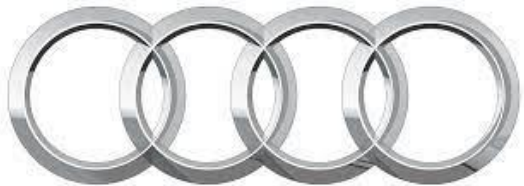


*The Keys to Effective Internal Communication:
Identity, Teamwork, Motivation and Productivity*

Identity: The Brand/Image - Key aspects

Your Company Name: The logo, values and slogan should provide insights into what you do and the quality of products or services you offer . . .

and be instantly recognizable!

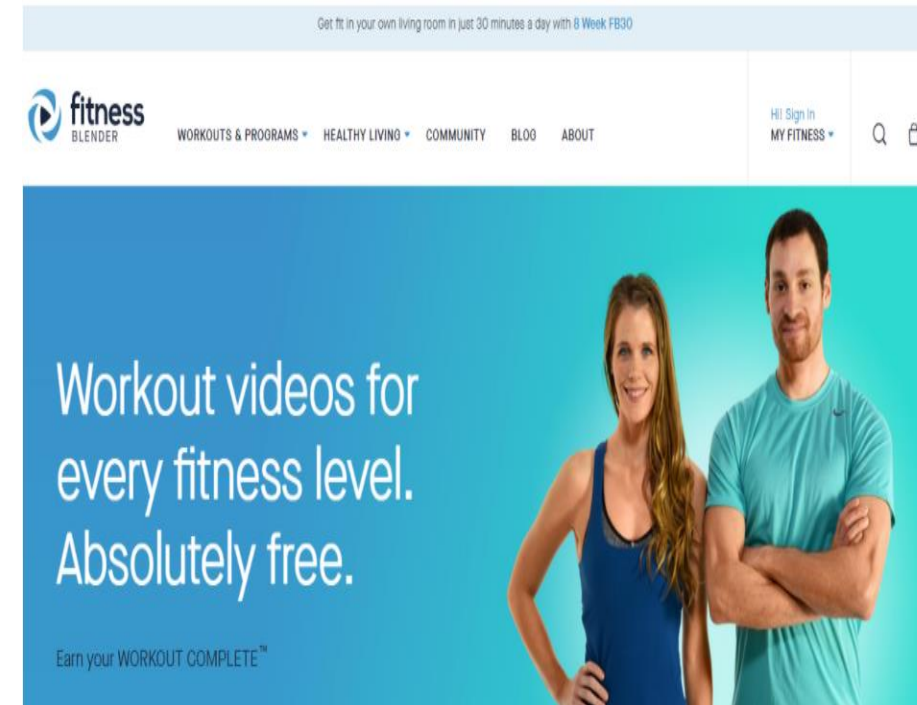


Identity: The Brand/Image - Key aspects

Build an amazing website:

**Show clear and simple information of what you do . . .
and why!**

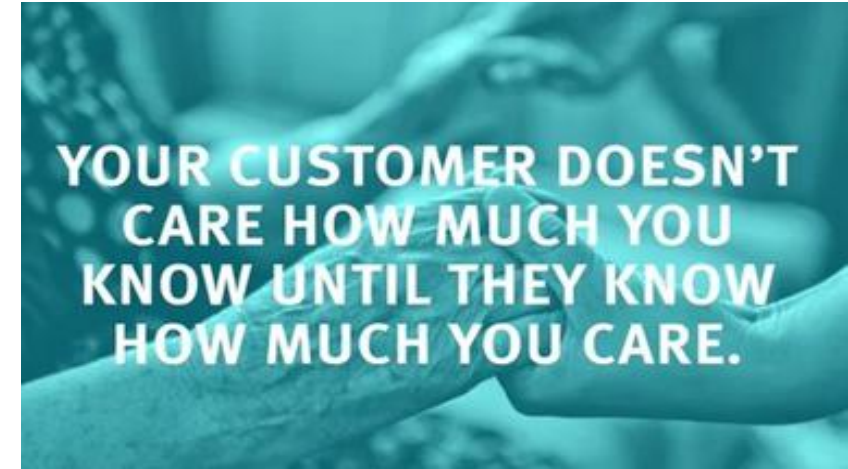
***Bring Value to your Clients:* Understand the *rational* and *emotional* concerns of your target customers and identify what makes your brand unique.**



Identity: The Brand/Image - Key aspects

Build trust and authenticity between your clients and your brand: Treat your clients with utmost respect, mindful of the impact of each interaction with them may have.

Value your employees: Establish a healthy company culture as your employees are an important part in enhancing the company's reputation.



Effective Internal Communication:

Some thoughts before we start

- What is communication for you?
- How do you communicate in the workplace?
- What good experiences have you had in your communications?
- What bad experiences have you had in your communications?



Effective Internal Communication:

Biggest Challenges:

Which are the biggest mistakes companies make in managing their employees?

Lack of communication between staff and management **41%**

Lack of recognition and praise **28%**

Lack of training and/or educational opportunities **11%**



Effective Internal Communication:

Biggest Challenges:

Business Statistical analysis (various sources):

The time invested by managers & executives in work meetings: **40%**

Percentage of meetings that managers & executives consider non-productive: **50%**

Attendees who at one point lose interest during a meeting: **60%**



Effective Internal Communication:

It is considered as a fundamental tool in two areas:

- **External:** relates the organization to the outside world and is one of the main channels of interaction of the business system (the environment that surrounds it (suppliers, customers, competitors etc.)
- **Internal:** link between all members of the organization



Effective Internal Communication:

Biggest Challenges:

External Communication:

Between the Organization/Group and various important partners

Promotional agencies, providers, clients, financial entities, competitors



Warren Buffett

@itswarenbuffett

Surround yourself with people that push you to do better. No drama or negativity. Just higher goals and higher motivation. Good times and positive energy. Simply bringing out the best in each other.

Effective Internal Communication:

Biggest Challenges:

Internal Communication:

Within the Organization/Group

Between all employees, on all the different levels within the company

**Clients do not come first.
Employees come first.
If you take care of your
employees, they will take
care of your clients.
*Richard Branson***



Effective Internal Communication:

Biggest Challenges:

Ineffective or non existent internal communication:

Can generate conflicts and situations that can negatively affect efficiency, productivity and the positive energy of the workplace.

Impact of ineffective internal employee communication

80% of employees are *stressed out by ineffective communication* at work

34% of employees say their internal communications are not working because *important information gets buried* by too much other information.

Effective Internal Communication:

Biggest Challenges:

Keys to effective internal communication:

**With internal communications, think *less is more*.
Keep things simple, brief and to the point.**



***Internal Communications:*
Employees are drowning in
information, but thirsting for
clarity and purpose.**

Effective Internal Communication:

Benefits:

- **Generates a return in the form of *quality and increased competitiveness***
- **Reinforces *commitment* and the feeling of affiliation to the group**
- **Promotes *corporate identity***



Effective Internal Communication:

What we need: process of reflection, systematization and organization of the internal communications of the company.

What we want: to increase its effectiveness and improve results



Effective Internal Communication:

Downward: flows from one level of the organization to a lower level. To give instructions, assign goals, or provide feedback on worker performance.

Upward: flows to a higher level in the organization. To give feedback to higher levels about the progress of the objectives set and report the existence of problems.

Horizontal or lateral: flows between members of the same group, work groups at the same level, or between managers or workers at the same level (teamwork).



Effective Internal Communication:

Motivation: informing employees about their achievements and congratulating them on their success.

Control: formalize the behavior of employees through tools such as the manual of rules or procedures (corporate guide book)

Cooperation: resolve conflicts and reduce problems improving teamwork and productivity



Effective Internal Communication:

Types of internal communication

Intrapersonal: sender and receiver are the same subject

Interpersonal: sender and receiver are different subjects

Intragroup: among the members of a group

Intergroup: between different groups

Intraorganizational: within an organization

Interorganizational: between different organizations



Effective Internal Communication:

How to improve internal communication:

- **Establish regular processes:** Online Project Management tools to make sharing information, ideas and constructive suggestions more effective.
Magic Box: Anonymous suggestions of how to improve . . .



Effective Internal Communication:

How to improve internal communication:

- *Encourage sharing, input and dialogue: Good internal communication flows in various directions.*
- *Have managers lead by example: If you want your employees to communicate, have your managers do it first . . . and **listen actively** to what your employees tell you . . .*



How well do you listen actively?

Effective Internal Communication:

How to improve internal communication:

- ***Provide regular training:*** to improve employee understanding and increase their confidence, while making them aware of what you as a company provide.

Employees that don't **understand 23%** will work for success



Employees that **do understand 91%** will work for success

Effective Internal Communication:

How to improve internal communication:

- ***Plan External Events:*** Knowing who your colleagues are can facilitate improved engagement and stronger communication.



Effective Internal Communication:

How to improve internal communication:

Summary:

BENEFITS OF EFFECTIVE INTERNAL COMMUNICATION

Advantages

- Focus the team on their objectives
- Emphasize the energy of the team as they know they are all working in the same direction
- Improve conflict resolution
- Use resources more effectively
- Avoid misunderstandings and possible differences of attitude
- Reach main objectives more effectively and in less time

Disadvantages

- Frustration and lack of motivation
- Negative energy within the workplace
- Provoke possible conflicts and lack of effective teamwork
- Decrease in productivity
- Little probability of success in reaching main objectives



Effective Internal Communication:

Motivation

**Hygiene Factors
(your environment)**

Work Conditions
Personal Relations
Technical Competence
Company Policy

NO

**Unsatisfied
Source of conflict**

YES

**Neutral
No motivation**



**Motivacional
Factores (your work)**

Promotion
Responsibility
Content of the work
Recognition
Realization of objectives

**Neutral
Not unsatisfied**

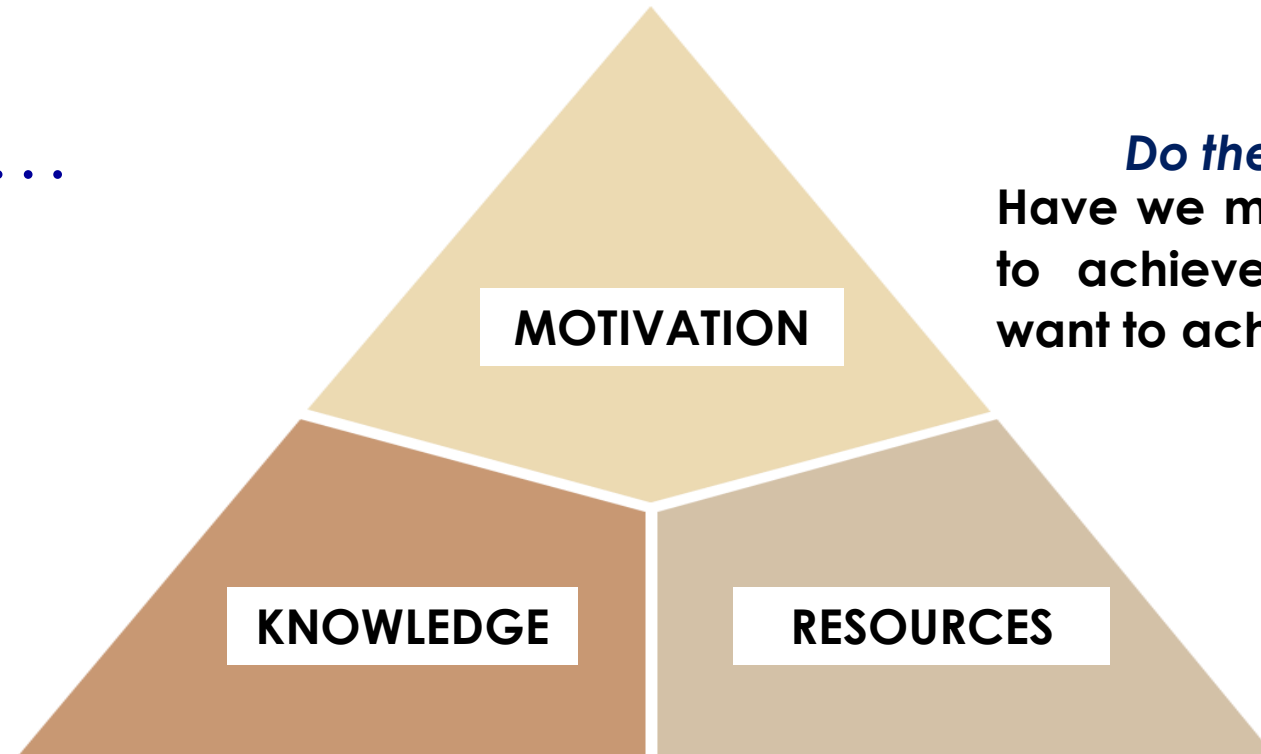
**Satisfied
Grounds for
motivation**



Effective Internal Communication:

Motivation

The 3 keys aspects . . .



Do they want to do it?
Have we motivated our employees to achieve their goals? Do they want to achieve these goals?

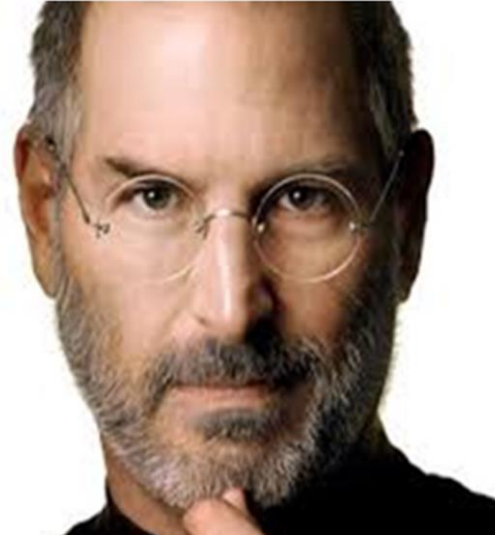
Do they know how to do it?
Do your employees have the knowledge and skills to accomplish the task?
Have they received the necessary training?

Are they able to do it?
Does the company have the resources, processes and tools necessary to perform the tasks and achieve the objectives?

Effective Internal Communication:
Communication

What do your clients want?

What do your clients need?



What information do we want to communicate?

Why do we want to communicate this information?

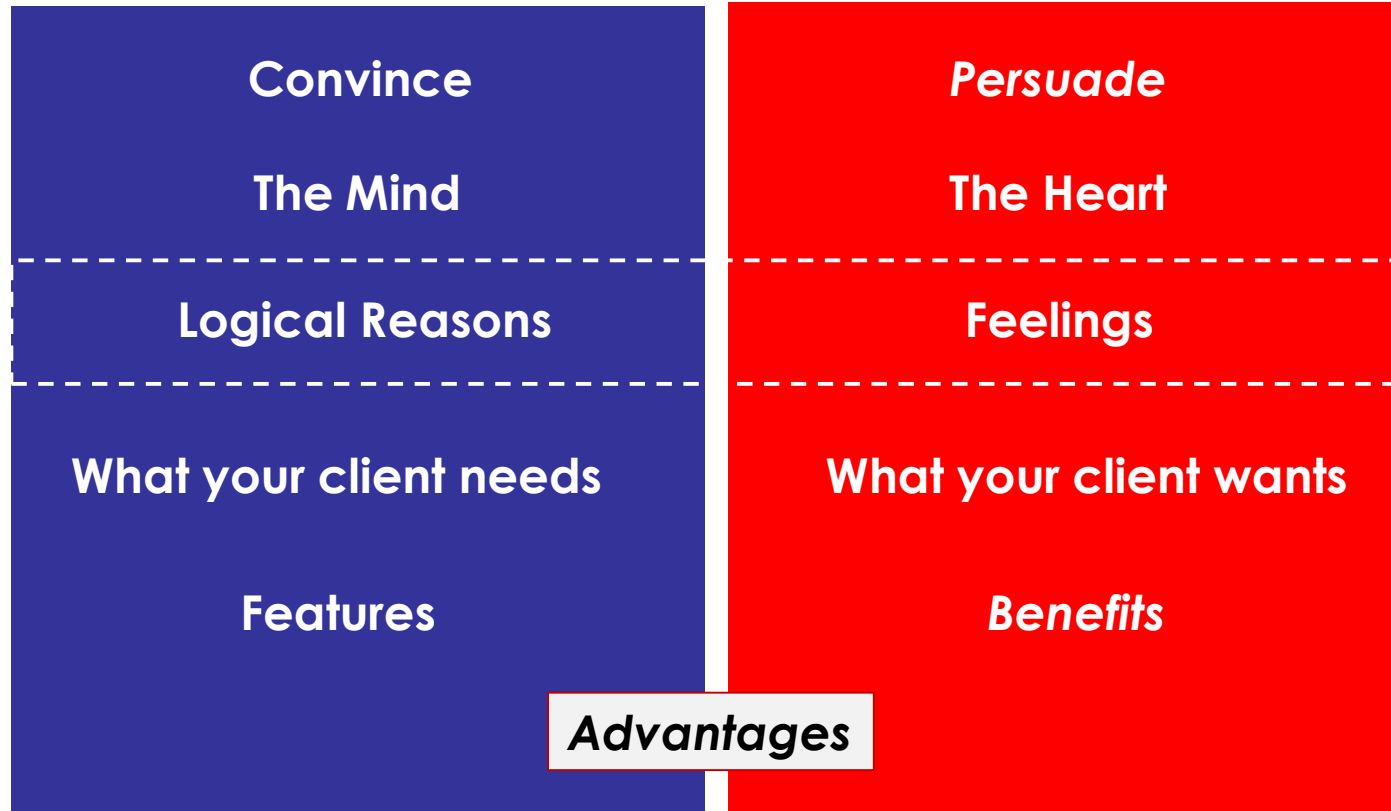
What is the most effective way to communicate this information?

Content

Objectives

Methodology

Effective Internal Communication: *Communication*



Do you know exactly what your (employees) need . . . and what they want?

Effective Internal Communication:

Communication Direct, Indirect and Erroneous communication

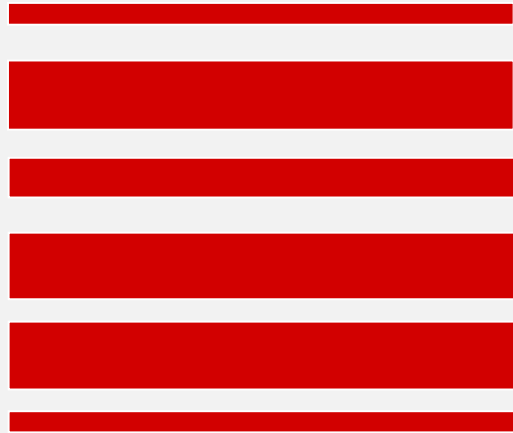
Empathy: Relate to what the other person is feeling (emotional)

Understanding: Acknowledge what the other person understands (rational)

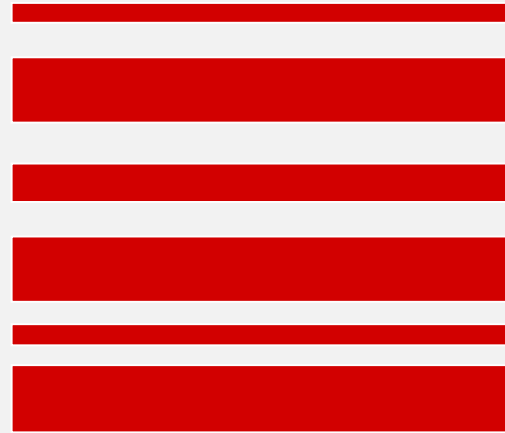


Effective Internal Communication:

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LANGUAGE
STATUS
EDUCATION
VALUES / PRINCIPLES
PERCEPTION
CULTURE



Effective Internal Communication:

Communication

Language:

The words we use to effectively communicate information, data and our ideas and recommendations.

“We can install network probes which identify application port numbers, helping us to manage the bandwidth needed to improve critical application response times”.



Effective Internal Communication: *Communication*

Status:

The level of confidence we need to communicate for our ideas to be accepted by our audience.



Effective Internal Communication:
Communication

Structure:

The logical process of effective communication.

Ej: Introduction, Situation, Problem, Solution, Close.



Effective Internal Communication:

Communication Improving vocal communication

Tone: Why is tone so important? Because it shows your real attitude when you are communicating!

Volume: Make sure everyone can hear you clearly! If they cant hear you, they´re not going to listen.

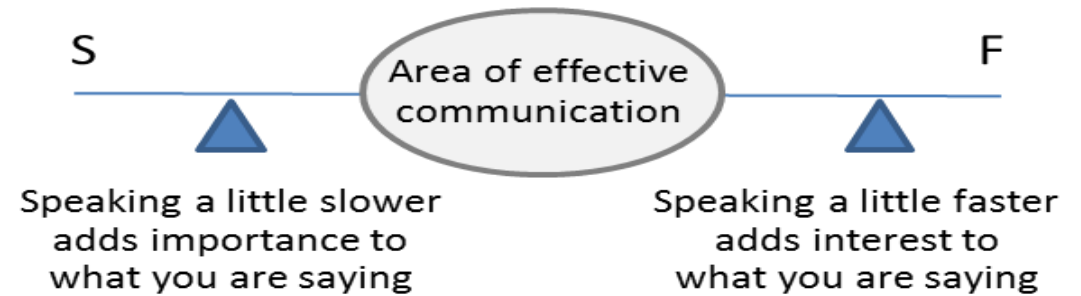


Effective Internal Communication:

Communication Improving vocal communication

Velocity: Change the rhythm of your speech to make your voice more dynamic: emphasize interest and importance.

Variation: Changing the tone of your voice, make your speech more expressive and connects the key words emphasized with the subconscious.



Normal tone of voice



Expressive tone of voice (emphasis on key words)

Effective Internal Communication:

Communication Improving vocal communication

Vocalization:

Correct pronunciation adds elegance to the way you communicate, making your speech clearer and easier to understand . . .



Effective Internal Communication:

The 5 Principles of Effective Body Language



SMILE



LISTEN ACTIVELY

Effective Internal Communication:
The 5 Principles of Effective Body Language



VISUAL CONTACT



OPEN BODY LANGUAGE



PERSONAL SPACE

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Thank you for your time and participation!



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#comunicacionparatodos

#communicatinghappy