



## Effective employee communications

Developing a business culture that promotes employee communication is crucial. Here are some tools to achieve a more effective communication strategy. It is a necessity in any workplace for employees to have various channels of communication to voice their concerns, opinions, ideas and events.

Here are some easy strategies to implement. This list is never ending.....

- **Digital & paper wall displays** – have many advantages, primarily the ability to get new information in front of people quickly and easily. Consideration needs to be given on how long a message is posted for – ideally an employee should have at least 4-5 opportunities to view the message.
- **Communication sessions** – bring a group of employees together to discuss concerns and ideas for improvements. Discussions need to be recorded and fed back to the rest of the employees.
- **Employee feedback programs and opinion surveys** – have all employees fill out a questionnaire. Many people feel more comfortable providing feedback when it is anonymous. This tool can provide important information to address general problems, but does not help with individual concerns.
- **Comment box, Suggestion box, E-mail system** - these are all ways that employees can share their ideas.
- **Open door policy** – let the staff know that communication is important and that management is available to them should they have a concern.
- **Grievance system** – have a system in place to resolve conflicts. Employees will know there are steps they can take.
- **Social outings** – outings are not just for boosting moral, they are also an opportunity for management to connect with the staff in a relatively stress free situation.
- **Digital media, intranet or company social media pages** – can enhance downward communication particularly with urgent messages or events and social gatherings.
- **Company newsletters or e-newsletters** – many companies have discarded the traditional paper format for electronic variations, but with the same purpose of delivering regular company and social news.



The methods in which effective communication can be achieved will vary from business to business – depending on size and make-up of the organisation – all you need to do now is find the right fit for your team!