

# What is 365 Communication?

**Communication is the most effective way to help your people feel connected and aligned to an organizational vision.**

Lack of communication, lack of transparency or siloed communication are often drivers for employee disengagement. When you dig down to the roots of these concerns, you'll find opportunities to improve trust, help employees feel valued, create a sense of connection and empower employees to make a difference.

**Right now is the time for your employees to feel informed and valued. Things are happening now. People are questioning, speculating and talking now.**

## Get in front of them:

**DAILY:** Communication is a daily practice. Each touchpoint generates a connection, a sense of trust, a feeling of belonging, a loyalty. A daily touchpoint creates an action, a win, a result. Practicing daily communication gets leaders in the habit of not only sharing business updates often, but also tapping into personal updates.

**CONSISTENTLY:** Communicate using a single source of truth – one channel for reaching your employees - always. Create a hub of communications. When your employees know where to tune in and aren't expected to search multiple channels, communications are better received and employees begin to trust the source.

**COLLECTIVELY:** Communication comes from everyone. It's "our" newsletter, our intranet, our e-mail blasts. Your company's internal voice is made up of many voices – not just the loud ones, the ones on your communications team or the ones with the biggest salaries. Get employees involved in both being the messenger and being the active recipient. We don't talk at employees; we talk with them. Have a conversation.

**PROACTIVELY:** Don't wait for an issue to arise or for an unanswered question to turn into gossip that can't be reversed. If you know the answer now, share it. If you don't know the answer, be truthful. Clarity in your communications will set the foundation for belief in your messages and trust in your leadership.

**HONESTLY:** Celebrate the good news and be honest about the bad news. Share the little things because they're the big things. Be transparent during times of change, growth and uncertainty. Your authentic, human voice creates more loyalty than the nature of the news you're sharing.

**Leverage your core values in communications. Use your values or organizational purpose as the outline for your messages. Start with values and end with values.**

## How to start:

**First, set an expectation for company leadership:** Be open, cascade messages and hold your leaders accountable.

**The hardest part?** Effective communication takes time and energy. It's a big commitment.

**Solution:** Form a team that understands the employee perspective and activate the guidelines to 365 communication.

**In the same way, set an expectation for employees:** Take ownership, meet leadership halfway and contribute.

**The hardest part?** Everyone is busy and the process for employee contributions isn't always clear.

**Solution:** Make engaging in company content a habit. How can it help you be a better performer? A better co-worker?

## Bottom Line

**Communication has the power to generate bottom-line results. It connects the dots between business and employee, employee and leader, employee and employee. It goes beyond that, too. It connects employee to candidate, business to community, and so on.**

### Five 365 Communication Questions to Ask:

1. Is my message aligned to our core values?
2. Do I value everyone's voice?
3. Do we have a single source of truth?
4. What do my employees wish they knew?
5. What have I communicated to my employees today?