

# What is 365 Communication?

## Mission Critical

Communication is the single most effective way to help your people feel connected and aligned to your organization's vision.

Siloed communication, lack of communication or lack of transparency are often drivers for employee disengagement. In many cases employee engagement suffers not only because organizations fail to communicate clearly, but because the way that they communicate is not resonating with employees. 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.

## The "365" Mindset

Our ways of communicating in the workplace have changed, and organizations must navigate remote or hybrid workforces and ever-changing technology, among other challenges.

Keep your team engaged...or get them re-engaged. Right now is the time for your employees to feel informed and valued. Things are happening now. Your employees are wondering, questioning and talking now.

## How to Communicate 365

### 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. Leaders, start the habit of practicing daily communication - on both business topics and personal updates. If you aren't communicating daily, recognize that your employees still are.

### 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. A single source of truth is still supported by many other channels. Get creative and meet employees where they are - Teams chats, office signage, e-mail and more - for message reinforcement.

### COLLECTIVELY

Communication comes from everyone. It's "our" newsletter, our intranet, our hashtag. 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. Have a conversation, talking *with* employees, rather than *at* them.

### PROACTIVELY

If you know the answer now, share it. Get ahead of issues and don't wait for an unanswered question to turn into gossip that can't be reversed. If you don't know the answer, be truthful. Clarity and confidence 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. Leave egos at the door. Your authentic, human voice creates more loyalty than the nature of the news you're sharing.

## How to Get Started

You're already communicating with your employees. How can you elevate your efforts?



Be present. Communication requires mindfulness. It is a practice that requires focus, clarity and empathy.



Get communications experts a seat at the table and ensure employee communications are part of the big picture, rather than an afterthought or a to-do.



You already have an outline. Your organization's purpose and core values guide decisions you make about business and people - Leverage them in your messaging, calling them out by name time and time again.

### FIRST STEP WITH LEADERSHIP

**Set an expectation:** 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.

### FIRST STEP WITH EMPLOYEES

**Set an expectation:** 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?

## Five Questions to Ask

As you consider employee communication practices that fit your company, ask yourself the following questions:

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?

## The Bottom Line

Communication generates 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 and business to community.

Good communication is the foundation for a healthy organizational culture. To create a workplace where *Everyone Contributes*, leaders must listen to their unique thinkers, embrace all voices and seek conversations...even ones that may challenge them. Communication supports cultures of learning, well-being, belonging.

## Help from humanworks

**humanworks8** will guide you through our 365 communication framework that inspires your employees to speak up and fuel your business with fresh ideas. We'll audit your current strategies and tools, then elevate practices to make an immediate impact.

For new communication tools and strategies, reach out to Sarah Marshall, The Experience Architect, at [sarah@humanworks8.com](mailto:sarah@humanworks8.com).