

# The Importance of Employee Communication

Employee communication refers to how organizations communicate with their employees—and conversely, how employees communicate with organizational leadership. Effective employee communication can improve employee engagement and productivity. Enabling better connections between all employees, regardless of organizational role, is good for the bottom line of an organization.



With employee communication, perception is the reality for evaluating effectiveness. Research shows that there's work to be done to improve communication.



**74%**

of employees feel they are missing out on company information and news.



**44%**

of employees say that their internal communication hasn't changed in the past 5 years.



**25%**

of employees think their company takes effective action on their feedback.



**60%**

of companies don't have a long-term strategy for their internal communication.

Inadequate employee communication—resulting in lost productivity—can be a costly mistake for both small and large organizations.

- o **Large companies** cited an average loss of **\$62.4 million each year.**

- o **Smaller companies** cited an average loss of **\$420,000 each year.**

Get started today and consider these steps for building an employee communication strategy:

**1.**

Conduct an audit.

**2.**

Set clear and measurable objectives.

**3.**

Define messaging.

**4.**

Choose the channel(s).

**5.**

Choose content format(s).

**6.**

Measure engagement and success.