

How to Strengthen Communication in the Workplace

RECOGNATION

Every Moment Matters™

The Questions

At the highest level, the four pillars of employee engagement are answers to questions every team member is asking themselves, whether they know it or not. We are constantly assessing the answers in both our personal lives and in the workplace.

The questions are as follows:

- 1 DO I FEEL CONNECTED?**
Employees feel a connection to co-workers, the organization, and/or to the work itself.
- 2 DO I FEEL INFORMED?**
Employees are aware of what's going on in the organization, both good and bad.
- 3 DO I FEEL VALUED?**
Employees feel that their individual efforts and contributions are appreciated.
- 4 DO I FEEL MY OPINION MATTERS?**
Employees feel they have a say in both their own work and the direction of the organization.



The answers to these questions can vary significantly between different employees, which is why it's helpful to have them rate themselves on a scale. Their answers are meant to be a starting point so you can dive deeper into why they may rate themselves high or low in each category.

Communication

Do I Feel Informed?

Employees tend to feel disengaged when they are constantly left in the dark. They don't want to hear about the truth through other avenues. Transparency between senior leaders, direct managers, and other levels creates a culture of trust.

Frequent and open communication shows a level of respect for your employees. You don't have to have all the answers when relaying information or being honest. Vulnerability can be a powerful tool in engaging your people.

If your team members are not informed, they will start forming their own narratives and stories in their heads. That can be dangerous and create false rumors. By keeping everyone in the loop, you tell one consistent story. For well-rounded communication, be sure you talk about both the bad and the good.



The Bad

As difficult as talking about negative news in business can be, it is best to be transparent in your communication. Keeping things hidden can make employees feel in the dark and fear the worst. Be transparent to create more trust in your organization.

Finances and Missed Goals

Everyone wants to know how the business is actually doing. Are we making profits? Did we meet our yearly goals? Talking about financial struggles and missed targets is important for fostering trust. Your employees want to know the truth. Plus, it can inspire people to work harder and strive for more.

Organizational Changes

Turnover and layoffs can be both costly and detrimental to employee morale. When possible and appropriate, explain why roles are changing, especially if employees leave on good terms. Acknowledge the hardships and communicate a plan for dividing up tasks and filling vacant roles.

Critical Survey Feedback

Discussing survey feedback ensures employees know that they are being heard. Do not be afraid to read critical feedback out loud in a team meeting. Just acknowledging it can be helpful. When there are plans to address issues, talk about that too. This is also a major piece in the pillar of **Voice**.



The Good

As important as it is to talk about the hard stuff, it's equally as important to shout positive news from the rooftops. Sharing the good can improve morale, increase productivity, and spark inspiration across your organization.

Accomplishment and Promotions

We get more into the nitty-gritty of recognition when talking about Appreciation as a pillar, but we must touch on it here. Simply put, you can't give recognition without at least communicating it to the recipient. Beyond that, putting a spotlight on others' accomplishments and promotions can greatly inspire your employees.

Training & Development

Remind employees about the training and development opportunities available to them. If they don't know about them, they won't utilize them. Taking advantage of these opportunities will help your employees grow which will increase their effectiveness and put them on a path to success.

Progress Towards Goals

Praise daily efforts and check in frequently to talk about progress towards goals. It can be very rewarding for a team to know their hard work is paying off. Plus, it can motivate employees to continue striving towards the goal and make it seem more and more achievable.



The Neutral

There's the good and the bad, but there's also the neutral. It might seem boring, but it is still a crucial in creating a well-rounded communication strategy.

Process of Changes

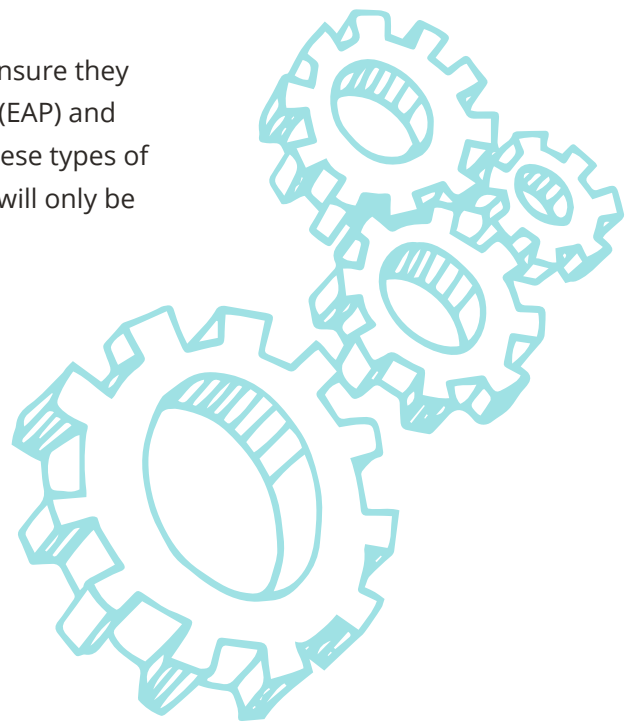
Even when it's not inherently good or bad, change can still be scary. It's less daunting when you communicate frequently and clearly along the way. Whether it's process changes, a new recognition program, or updated software, keep your employees informed about everything.

Policy Reminders

Though company policies are covered during onboarding, they're often forgotten down the line. Remind your employees to review these so they stick. Have conversations about policies, procedures, and rules you notice are not being followed. It is typically unintentional and all that is needed is a simple reminder.

Resources

Talk about the resources available to your employees. Ensure they know how to utilize your Employee Assistance Program (EAP) and know how to join Employee Resource Groups (ERGs). These types of resources can be very beneficial for wellbeing. But they will only be used if they know about them and how to use them.



The background is a solid teal color with faint, stylized silhouettes of business professionals in various poses (pointing, talking, holding a briefcase) and a building. A dark teal wavy line runs across the bottom of the page.

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