

THE BUILDING BLOCKS OF INTERNAL COMMUNICATION

The common elements of smart internal communication include a set of building blocks that, when brought together create an affinity, setting off a chain reaction that leads to better collaboration, greater productivity and enhanced performance.

- Define goals and objectives
- Develop an internal comms strategy aligned to the business plan
- Understand your audiences
- Be equipped with the tools and skills required to shape behaviours and attitudes and to drive business results
- Choose suitable formats, appropriate channels and compelling messages that will educate, motivate and inspire
- Periodically measure the effectiveness of internal communication to determine the actions required and to continue shaping and evolving your strategy

1 Ic Internal comms strategy																			2 Ch Change	3 Pu Pulse/Temperature checks					
4 Cg Culture change	5 Bc Behaviour change																			6 Ga Gamification	7 Gi Gimmicks / Goodies	8 It Intranet	9 Mp Mobile app	10 Cn Content analysis	11 Cs Customer service
12 Cm Crisis management	13 Sr Staff retention																			14 Ne Newsletter	15 No Noticeboards	16 Po Podcasts	17 Pr Presentation	18 De Desk review	19 At Attendance
20 Ib Employer brand	21 Wl Wellbeing	22 Pd Professional development	23 Cp Corporate social responsibility	24 He Health	25 Bn Benefits	26 Br Brand	27 Cr Crisis	28 Sn Senior leadership team	29 Ts Teams	30 Ca Cascade	31 Co Collaborate	32 Dc Digital communication	33 Tk Technology	34 Ig Infographics	35 Ro Roadshows	36 Sv Site visits	37 Pm Print magazine	38 Sd Social media	39 Ev Evaluation	40 Fe Feedback					
41 Wt Winning trust	42 Iv Innovation	43 Mo Motivation	44 Fi Financials	45 Er Employee recognition	46 En Environmental	47 Mv Mission, vision, values focus	48 Tg Training	49 Ci C-suite	50 Fw Frontline workers	51 Ff Face-to-face	52 Pt Print	53 So Storytelling	54 Bt Bottom-up communication	55 Eg Employee images	56 An Animation	57 Bl Blog	58 Ba Branded environment	59 Su Surveys	60 Fg Focus groups	61 Kp Key performance indicators					
62 Cj Change management	63 Pl Compliance	64 Dy Diversity	65 Hr Human resources	66 Le Leadership	67 Ct Creativity	68 Sa Safety	69 Py Policies	70 Ce CEO	71 Oe Offline employees	72 Cb Celebrations	73 Wo Working Out Loud	74 Of Open forum	75 Th Town Hall	76 Fb Workplace	77 Cy Company brief	78 Tm Team meetings	79 Cf Conference	80 Cc Conference calls	81 Or Open rate	82 Be Benchmarks					
83 Cq Cliques	84 Sy Cyber security	85 Ie Inclusive environment	86 Ay Authenticity	87 Tw Teamwork	88 Ex Employee experience	89 Ey Employee advocacy	90 Rb Relationship builders	91 Ma Line managers	92 Fu Functions	93 Wp Workplace environment	94 Tt Tools	95 Cw Crowdsourcing	96 Em E-mail	97 Mk Marketing	98 Vi Video	99 Te Text messaging	100 We Wearables	101 Tc Teleconferencing	102 Sm Social metrics	103 Ss Surveys results					
104 Pv Productivity	105 Pf Profitability	106 Ri Relationships	107 Ec Empathy and Compassion	108 Bg Budgeting	109 Cu Communication skills	110 Ei Ethics	111 Rw Remote workers	112 Tp Temporary employees	113 Ui Unions	114 Ck Coaching	115 Cv Copywriting and content	116 Li Listening	117 Rm The rumour mill	118 Cl Channel selection	119 Dd Desk drop	120 Dn Digital newsletter	121 To Toolkits	122 Un Unconference	123 Bp Business performance data	124 Tr Tracking					
125 Rp Respect	126 Wk Work/Life balance	127 Rd Reduce duplication	128 Pp Purpose	129 Rg Regulatory changes	130 Hi Human interest	131 Rs Restructure	132 Cz Contractors	133 Ge Global employees	134 Mn Millennials	135 Vt Tone of voice	136 Tb Team building	137 Bd Body language	138 Ds Digital signage	139 Pa Platforms	140 Es Enterprise Social Network	141 Et Events	142 Wb Webinar	143 By BYOD	144 Qt Quantitative	145 Ql Qualitative					
146 Ee Employee engagement	147 Sl Silo	148 Ha Happiness	149 Id Ideas	150 Ty Clarity	151 Eo Emotional intelligence	152 Wh Whistleblowers	153 Vo Volunteers	154 Ep All employees	155 If Internal influencers	156 Tn Two-Way communication	157 Ps Persuasion	158 Td Top-down communication	159 Ti Twitter	160 Sh SharePoint	161 Sk Slack	162 Np Snapchat	163 Lk LinkedIn	164 Pn Campaigns	165 Sc Sector reports	166 Au Audits					
167 Ea Employee initiative	168 Sf Sharing information	169 Fn Fun	170 Lm Leadership modelling	171 Os Organisational strategy	172 Se Sentiment	173 Si Strategic insight	174 Ld Leaders	175 St Stakeholders	176 Ns New starters	177 Ez Executive sponsorship	178 Cd Case studies	179 Rr Researching	180 Ym Yammer	181 Wm Word of mouth	182 Dv Data visualisation	183 Vc Employee voice	184 Bm Brainstorming	185 Bo Chatbots	186 Us User statistics	187 Mt Measurement					

KEY



STRATEGY
IC strategy is a map, an outline of the organisation's journey. Every strategy should have a clear objective and/or key goals that it wishes to achieve, detailing how they will be delivered.



OBJECTIVES
An internal communication team will have many diverse functions and its purpose will vary from one organisation to the next, these are examples of common objectives/desired outcomes.



THEMES
Examples of business practices, subjects, areas of the business and other matters that internal communication can centre on.



AUDIENCES
One size does not fit all and therefore communicators must segment audiences to develop a deep understanding of their communications needs.



FORMAT
Examples of the different approaches and methods that help messages to be shared and communication to be facilitated within an organisation.



CHANNELS
The different media by which internal communication messages are carried to employees, each with respective uses, characteristics and benefits.



METRICS
The use of different forms of data and some of the main collection techniques for measuring the impact and effectiveness of internal communication.



@alivewithideas



hello@alivewithideas.com



ElementsofIC.com

www.AliveWithIdeas.com