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**Subject:** Is your internal communications strategy the best it can be?

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## Is your internal communications strategy engaging employees and driving business results?

Every organization, regardless of size or industry, needs an internal communications strategy. It is a crucial building block in creating an engaged and highly productive workforce. And what do you get when you have a highly productive workforce? Great business results!

There are countless ways to effectively communicate with and engage employees. Intranets, gamification, social media, video, face-to-face meetings, enterprise social networks...the list goes on. Let's be honest, it's easy to become overwhelmed with all the technologies and innovative methods out there.

### 3 tips to help you create (or recreate!) an effective internal communications strategy:

<b>Measure the effectiveness of your <i>current</i> internal communications plan</b>  Review analytics such as retention & productivity rates. You might even consider an employee survey to truly get the pulse of your organization's internal communications & employee happiness.	<b>Enable company-wide communications</b>  Empower your employees to communicate! You can do this by creating various ways for them to exchange information and ideas. By leveraging technologies, like an enterprise social network, you are encouraging an open transfer of knowledge but also strengthening connections between colleagues.	<b>Leverage leadership to create change</b>  Most employees follow the lead of those in senior management. To create change, it's crucial to not only have leadership buy-in, but <i>involvement</i> . Leaders should be the champions of internal communications and worker engagement!
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**Strategic Internal Communications | Boston, MA | July 15-17**

Learn how to use new social tools and technologies to drive employee engagement, connect your organization, and influence key behaviors that drive results. There's still time to register!

**Check out the full agenda.**

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Communications Director at **Travelers**  
Manager, Employee and Leadership Communications at **Siemens Healthcare Diagnostics**  
Manager, Internal & Executive Communications at **Boehringer Ingelheim**  
Internal Communications Manager at **Zipcar**  
Manager, Talent Management Marketing & Communications at **Prudential**  
Communications Manager at **Benjamin Moore & Co.**  
Internal Communications Specialist at **Volkswagen Group of America**  
Manager, Internal Communications at **Children's Miracle Network Hospitals**  
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