



ECLIPSE COMMUNICATIONS  
**TREND TALK**  
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# BOOSTING INTERNAL RESILIENCE

*A crisis can test a company's resilience, both internally and externally. What needs to be considered is how to build effective internal communications strategies to build resilience amongst your biggest stakeholders - your employees!*

An effective internal communication strategy develops a cohesive culture and empowers employees to make smart decisions, on a daily basis or in a crisis.

Employees are brand ambassadors and many are on the front line, engaging with customers and enabling business growth. A recent global data report by Bambu, a US-based employee advocacy platform, indicated that:

- 80% of employees want their employer to keep them updated on company news
- 77% said these updates would help them understand the objectives they need to meet
- 66% said it would build better relationships with colleagues
- 63% said it would help them become better advocates for the business



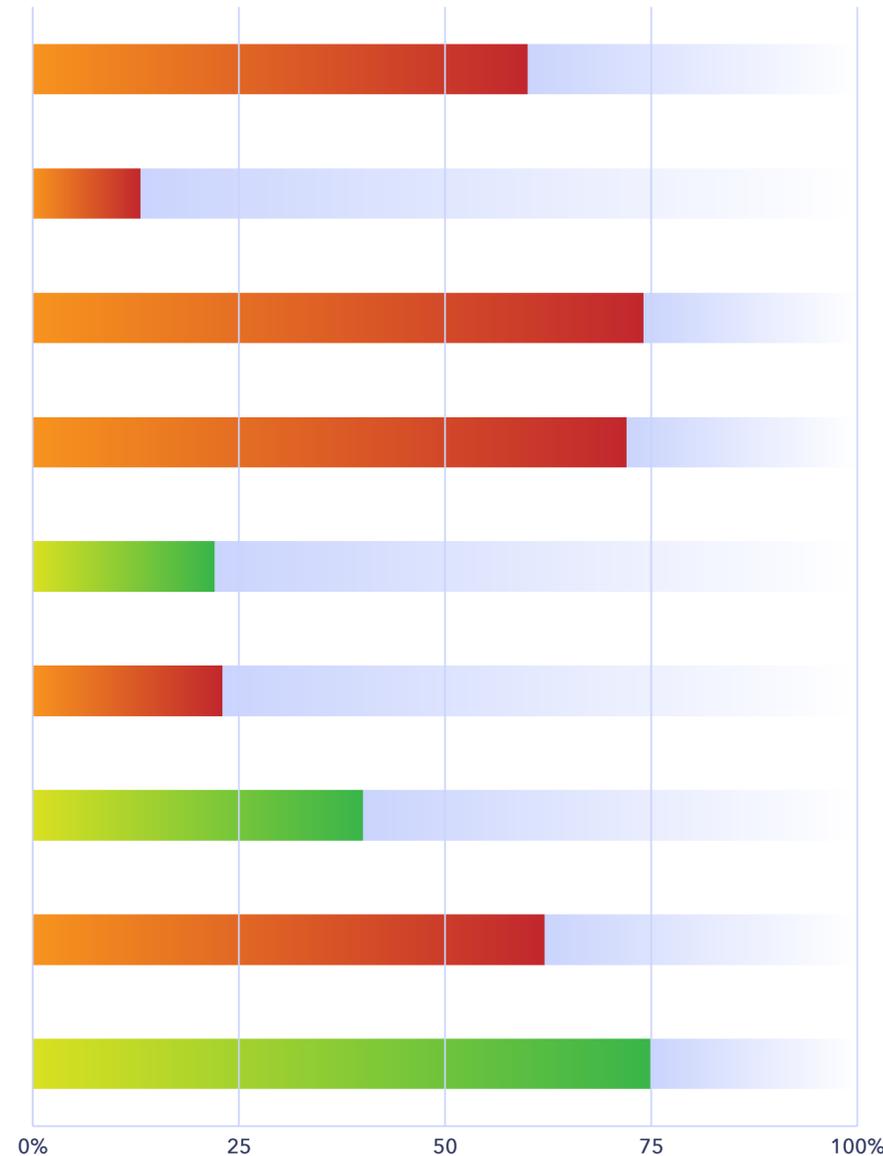


# YOU ARE TALKING, ARE THEY LISTENING?

In September 2019, Smarp gathered global data and shared 10 shocking internal communication stats you can't ignore. They are:



- As many as 60% of companies don't have a long-term internal communication strategy
- Only around 13% of employees use their intranets daily
- 74% of employees feel they are missing out on company news
- 72% of employees don't have a full understanding of the company's strategy
- 20-25% - the amount employee productivity increases when they feel connected to the business
- Only 23% of execs say their company's corporate purpose is aligned with employee goals
- Only 40% of internal communications professionals believe that employees understand "well" or "very well" the contribution they're making to company goals
- 62% of emails received by employees are not important
- Employees are 75% more likely to watch a video than read text



Companies with effective change and communication programmes are 3.5 times more likely to outperform competitors with the contribution they're making to company goals.

Consider that these startling facts were discovered before Covid-19's first infection. Now add a crisis.



## WHAT CAN YOU DO?

According to a study by Towers Watson, companies that have highly effective communication processes **enjoy 47% higher total returns to shareholders, when compared to those with poor communication strategies.**

A good strategy encourages, among much more, collaboration, transparency where appropriate, visibility of company and team goals, celebration of success and uses the appropriate channel and technology.

A crisis such as the country's national lockdown forces companies to assess its current strategies - from crisis planning to marketing. Internal communication should be no different.



## ASSESS YOUR INTERNAL COMMUNICATION STRATEGY

- Is it aligned with the current crisis?
- How does it support your immediate objectives to navigate the crisis?
- Is it primed to support your recovery plan post-crisis?



## IDENTIFY THE BEST CHANNELS

- Does email serve the purpose?
- Do you have a newsletter?
- Are your staff reading your newsletter?
- Is it time to consider a new digital channel?



## MEASURE THE SUCCESS

- Are you using software that tracks action and engagement?
- Are your business (and communication) objectives being met?
- Do employees feel empowered?

Once this has been addressed, you can address the tone and content, and work out how you will nurture a positive work culture, lead by example, elevate and reward hard-working employees, share inspirational and motivational content, enhance collaboration and drive a shared culture of engaged and aligned employees.

Much like a motor car needs its internal structures to be checked, serviced and running efficiently before embarking on a long journey, so too does a company need to service its engine as it prepares to navigate itself out of the coronavirus crisis.

The goal, right now, should be that every employee understands how they are supported, what is required of them and the urgency of firing on all cylinders. And then, as the various stages of lockdown are lifted and companies return to a form of normalcy, employees will be imbued with a greater sense of purpose.

## BUILDING INTERNAL RESILIENCE MAY WELL BE ONE OF THE LASTING LEGACIES OF COVID-19

For some time now, we have been asked to embrace the Fourth Industrial Revolution and Covid-19 has accelerated the need to embrace this now. There are various ways that companies can adjust to keep their teams highly engaged and productive. Effective and timeous communication with employees will hold a company in good stead to keep employees informed and involved.

There is that popular saying, *“Always treat your employees exactly as you want them to treat your best customer.”*

If you would like to brainstorm ideas, or require support with assessing and redesigning your current internal communication strategy, don't hesitate to contact us at [info@eclipsepr.co.za](mailto:info@eclipsepr.co.za)

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