



Strategic Internal Communication: How to Build Employee Engagement and Performance

David Cowan

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Effective internal communications is a much neglected area in the world of business. While most organizations recognize that the external communication between customers and shareholders is crucial to the success of a business, very few consider the implications of their internal communication or develop a clear strategy for it. So while management decisions may be perfectly rational, badly executed communication can leave staff across the organization confused, worried or disinterested. Strategic Internal Communication offers a complete approach to building engagement, performance and cultural integration in any organization. It looks at the relation between the traditional silos of internal communication, HR and employee engagement and demonstrates, using the new Dialogue Box approach, how to use communication more effectively and strategically to break down these barriers.

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