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INFLUENCE OF INTERNAL COMMUNICATIONS ON THE LEVEL OF MOTIVATION OF PERSONNEL

Nowadays, it's necessary to use all resources beneficially regardless of their nature to keep the company itself competitive. In the aspect of personnel, it's widely recognized that the more employees are motivated, the higher outcomes can be expected from them. But should only the standard set of motivational tools be used to keep up the staff's enthusiasm, or such marketing conception as internal communications ought to be implemented for the creation of integrated and effective motivational policy?

Internal communications are all about enabling us to do our jobs to the best of our ability and ensuring that all of us are working together towards the same organizational goals. This can mean anything from encouraging personnel to talk to and exchange ideas with people from other departments to explaining the direction that they are heading as set out by the company's decision-making bodies.

Creation of efficiency management programs stresses on necessity of clear and structured communications policy. For example, in case of Management by Objectives technology the high level of motivation, leadership and awareness of staff is required for achieving set goals and confirming personal satisfaction and development.

Comparing correlation between expenses on adjusting internal communication system for the certain business and results from this adjustment, it would appear that even the time of crisis is suitable for practicing innovative marketing ideas. According to S. Covey, there is no doubt that if we keep doing what we're doing, we're going to keep getting what we're getting.

The positive effect of creating and implementing internal communication system was ensured by thousands of enterprises. Among them, there is a Ukrainian cable plant "Energoprom" (the object of my research work), that is applying the conception in question.

