Fall 2019

Creating an Effective Internal Communication Environment

Elizabeth Stevens
Granite State College

Creating an Effective Internal Communication Environment

Elizabeth Stevens

M.S. in Leadership

Fall 2019

Granite State College

PURPOSE

- Evaluate impact of internal communication
  - Employee morale
  - Job satisfaction
- Identify preferred communication methods
  - Media richness theory
- Perform survey of UNH Business Services
- Propose suggestions to improve current environment

Granite State College

KEYS to SUCCESS

- Message Sent = Message Received
- Engaged Employees = Increased Organizational Success
  - Productivity
  - Turnover
- Ideal Communication Medium

"Employees need to know what to do when they walk in the door every morning, and need to know if they have completed their task when they leave at night"   *-Paul Critchley 2019*

Granite State College

SURVEY

- Goal: test current internal communication environment & identify preferred communication methods.
- Results:
    - 100% value communication & recognize the importance of communication.
    - 82% feel comfortable sharing personal needs to supervisor.
    - 24% feel more negative/constructive feedback should be communicated to supervisors.
    - Preferred communication methods differed between age groups 20-39 and 40-59+

Granite State College

NEXT STEPS

- Recommend department to improve constructive feedback process.
- Encourage department to ensure preferred communication methods are being used.

THANK YOU – QUESTIONS?

Granite State College

REFERENCES

Critchley, P. (2019) Proceedings from 2019 UNH Lean Summit: *The Seven Keys to Employee Engagement*. Durham, NH.

Granite State College