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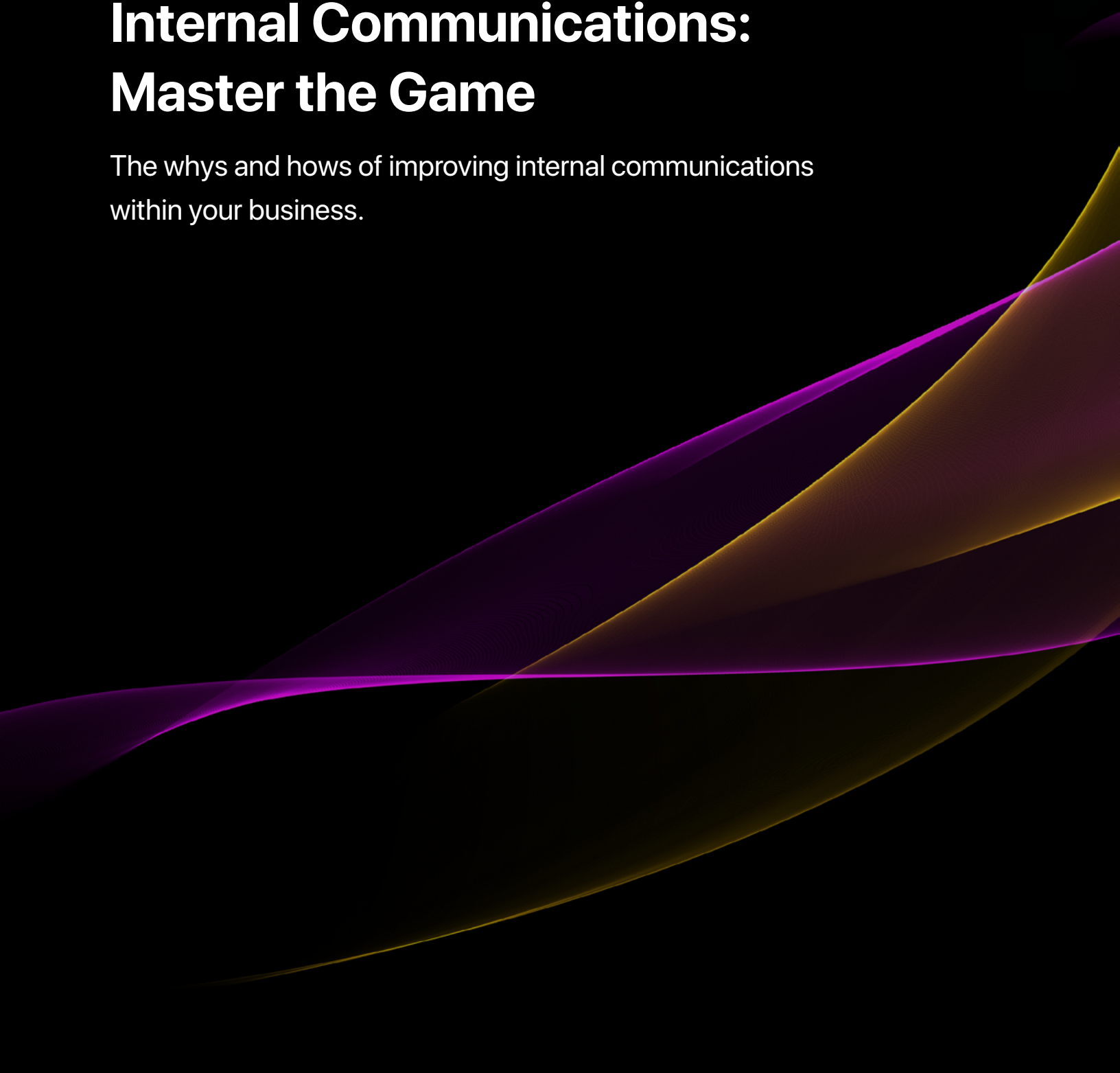
Internal Communications:
Master the Game

The whys and hows of improving internal communications within your business.

Contents

A solid corporate communications strategy is the cornerstone of any successful business. It's also one of the things that modern businesses struggle with perhaps more than anything else.

Enhancing communication in your organization can be a time-consuming, often frustrating, and stressful process. And if you're like a lot of other organizations, it's likely that management feels like they simply don't have the time to do it.

But beware, once communication within your company begins to slide, things can go south very quickly.

However, there are things you can put in place to ensure that your communication strategy will thrive, while increasing employee engagement and aligning your organization.

In this ebook, we'll take a look at:

- Why you need effective internal communications.
- How to improve your communications strategy.
- Tips on how to get started today.

Shall we begin?

Part 1: Why you need effective internal communications.
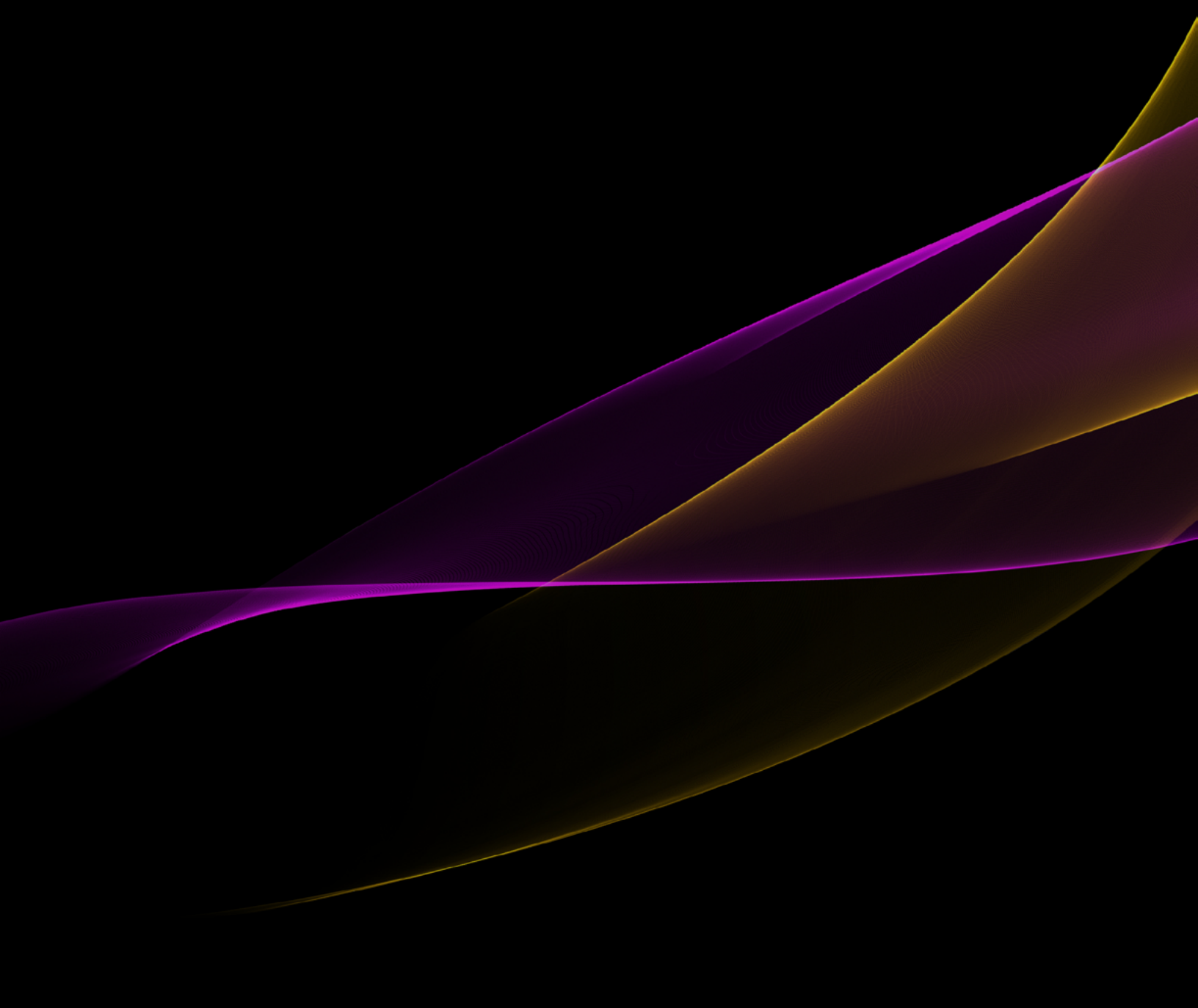
One of the first steps to improve your corporate communications strategy is to understand why it's important in the first place. The following are just a few reasons why effort should be put into streamlining communication.

1. Discover better ideas and solutions.

The ideas and solutions that come out of your business are what makes things possible in the first place. Great ideas come from great communication. When managerial staff puts effort into improving corporate communication, better ideas and solutions begin to surface, many of which lead to the creation of innovative products and services.

2. Improve employee morale and happiness.

Morale is important for your organization. And keeping it high isn't always easy. It often requires constant work and it doesn't always offer a clear view of what may happen in the future. Isolation can lead to decreased morale, which is why improving corporate communication can also improve the morale of your staff.

3. Increase employee productivity.

The productivity levels of your staff can determine the amount of success in your business. You should create a work environment that fosters productivity, no matter how much effort it may take. Low levels of productivity are often a result of poor communication. And as a result, they never find ways to fix the problem. Improve communication, and you'll also be improving productivity.

# 4. Eliminate project roadblocks.

Have you ever been 70% into a project only to find out that something has been miscommunicated along? And then you have to take a couple steps back or

start again from scratch? It happens all too often, especially in today's world of information overload. Avoiding roadblocks can be difficult, as it's not always possible to see them coming. You can effectively keep roadblocks at bay by improving communication among you and your staff.

5. Higher levels of employee engagement.

It can be frustrating to deal with employees who are disengaged from their work. While there is no one all-encompassing way to turn engagement levels around, there are certainly many things that can help, and one of them is improving your corporate communications strategy. Employees that are communicating with their colleagues and actively working to solve problems will be far more engaged than those who are off in their own world ... and the more you can do to help facilitate change, the better.

Part 2: How to improve your communications strategy.
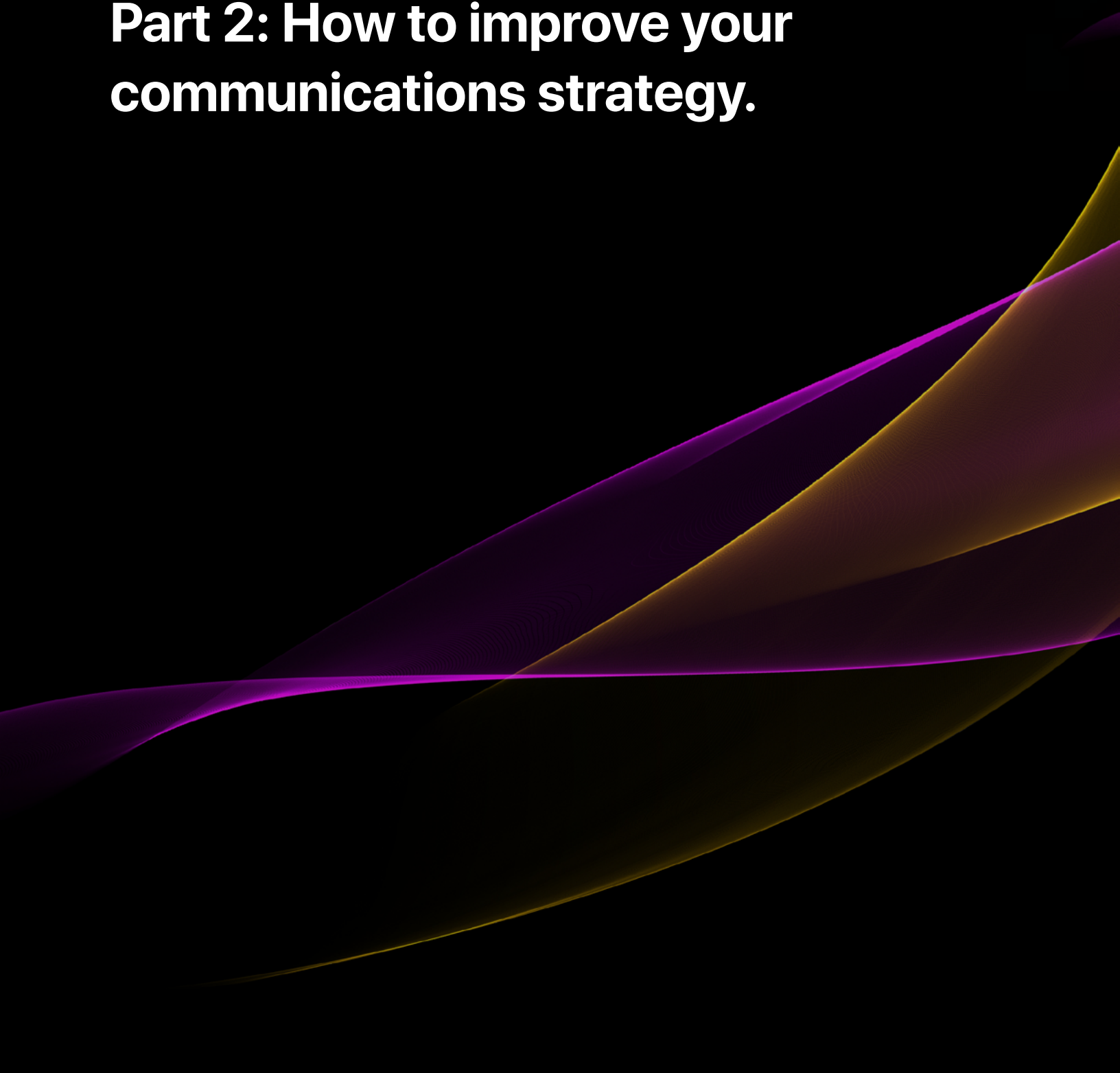
There are many ways to push corporate communication in the right direction, but nothing compares to the success achieved by implementing social intranet software like Axero. Social intranet software allows you to communicate in real-time with your employees, regardless of where people are located.

Central to Axero is it's internal communication platform. There are many ways to communicate through Axero, all of which can replace email and other commonly used vehicles for communication. Understanding what sets Axero apart from other software will give you an idea of how much it can do for your business.

The following features will help improve internal communications in your business.

Post news and announcements.

Keeping your employees up to date with the latest happenings should never be overlooked, yet it's been difficult for many companies to bring information together in a centralized location. Fortunately, intranet software is the perfect platform.

Axero allows your company to share announcements, news, press releases, formal documentation, and other information with ease and effectiveness ... both inside your company and to others across the Internet. This helps to ensure that your employees are up to date, aware, and engaged with the information that they need to do their jobs effectively.

Broadcasts and Personas.
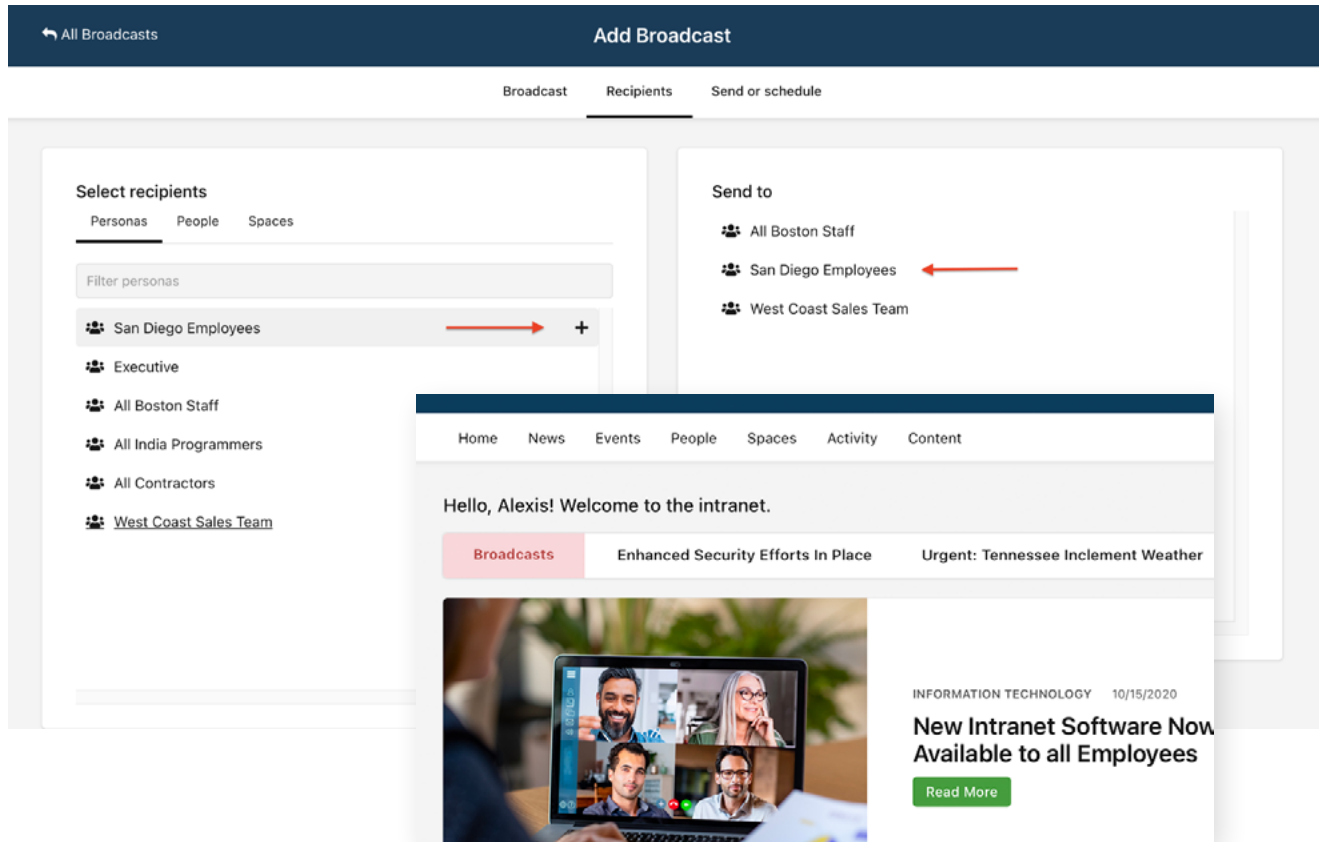
You need to reach the right people with the right information. Personas allow you to go beyond Space memberships to create customized lists of different groups in your organization, so you can send them targeted information. Create a persona for employees approaching their 10 year anniversary, remote staff in specific locations, marketing and internal communication directors—anything you want!

Once you create a persona, the broadcast tool delivers your information to these groups or specific Spaces. Broadcasts can appear as a banner on top of the users' homepage—perfect for times of crisis—or as a blog post for longer content. Broadcasts get the word out fast and ensure you're delivering relevant information where users will see it.

Axero Chat, private and group messaging.
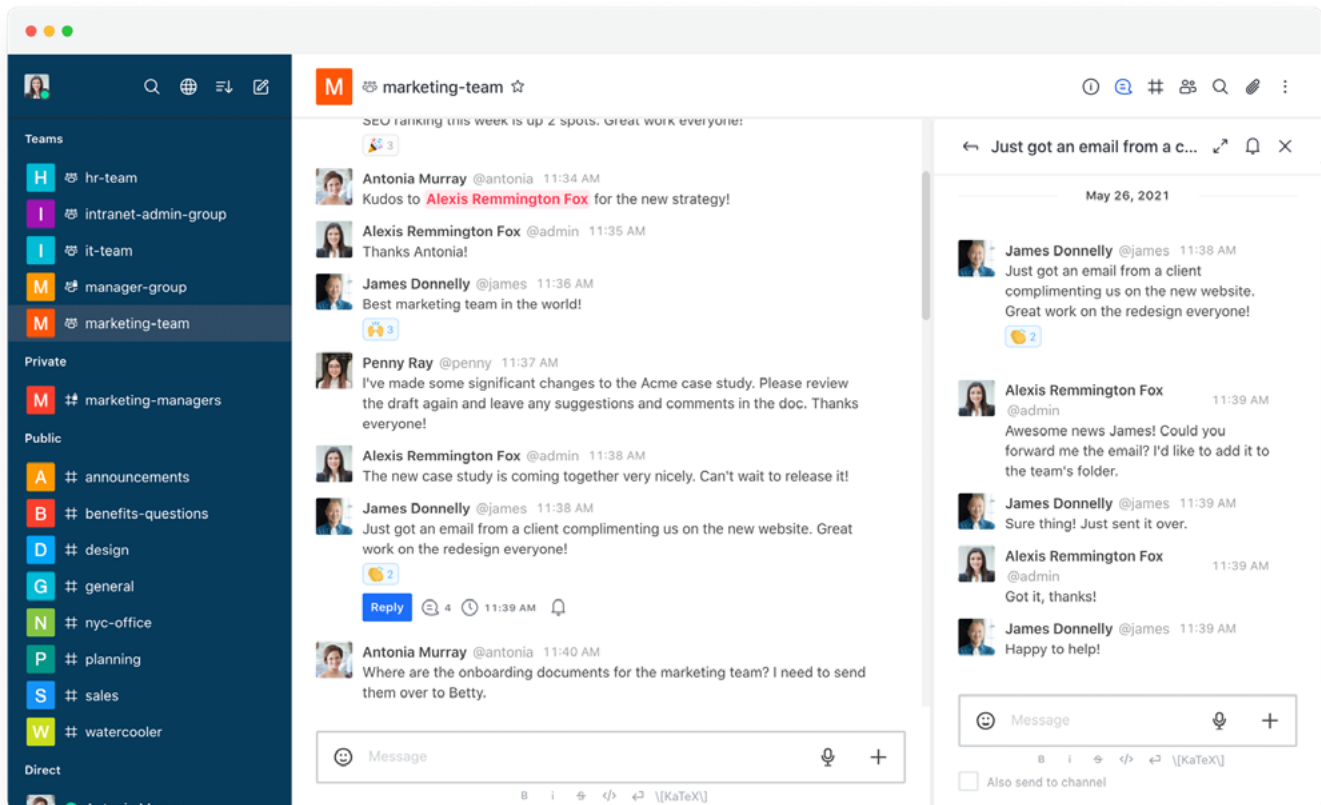
For years, companies have used email as their primary method of communication. However, email is phasing out and social intranets have taken its place.

Axero allows your employees to chat, or send private messages to groups or individuals, replacing the need to use email. Your conversations will be archived and stored, letting you search and retrieve past conversations you may need in the future. When your internal communication is done through your intranet, your conversations will be accessible, organized, and easy to find. Nothing gets lost.

axero®

Unlock new channels of communication.

Say goodbye to unread messages and outdated content. Give your organization a communication solution that supports meaningful conversations and moves work forward.

Find out more with a live demo.

Let's Get Started

Axero is trusted by hundreds of companies and millions of people.

Discover why with a personalized demo.

Forums and open discussions.

If you remember the early days of the Internet, you'll remember how often forums and discussion groups were used for communication. The platform has remained important and can still be found widely used across the web. It should stand to reason that forums and discussions can also thrive in a business setting.

With Axero, participating in and creating discussions is a breeze. You can browse forums for information, spark a conversation over something that might benefit your organization, or simply create a space for helping employees get to know each other better. When properly used, forums and discussion groups can have a dramatic impact on improving internal communication within your company.

Video sharing.
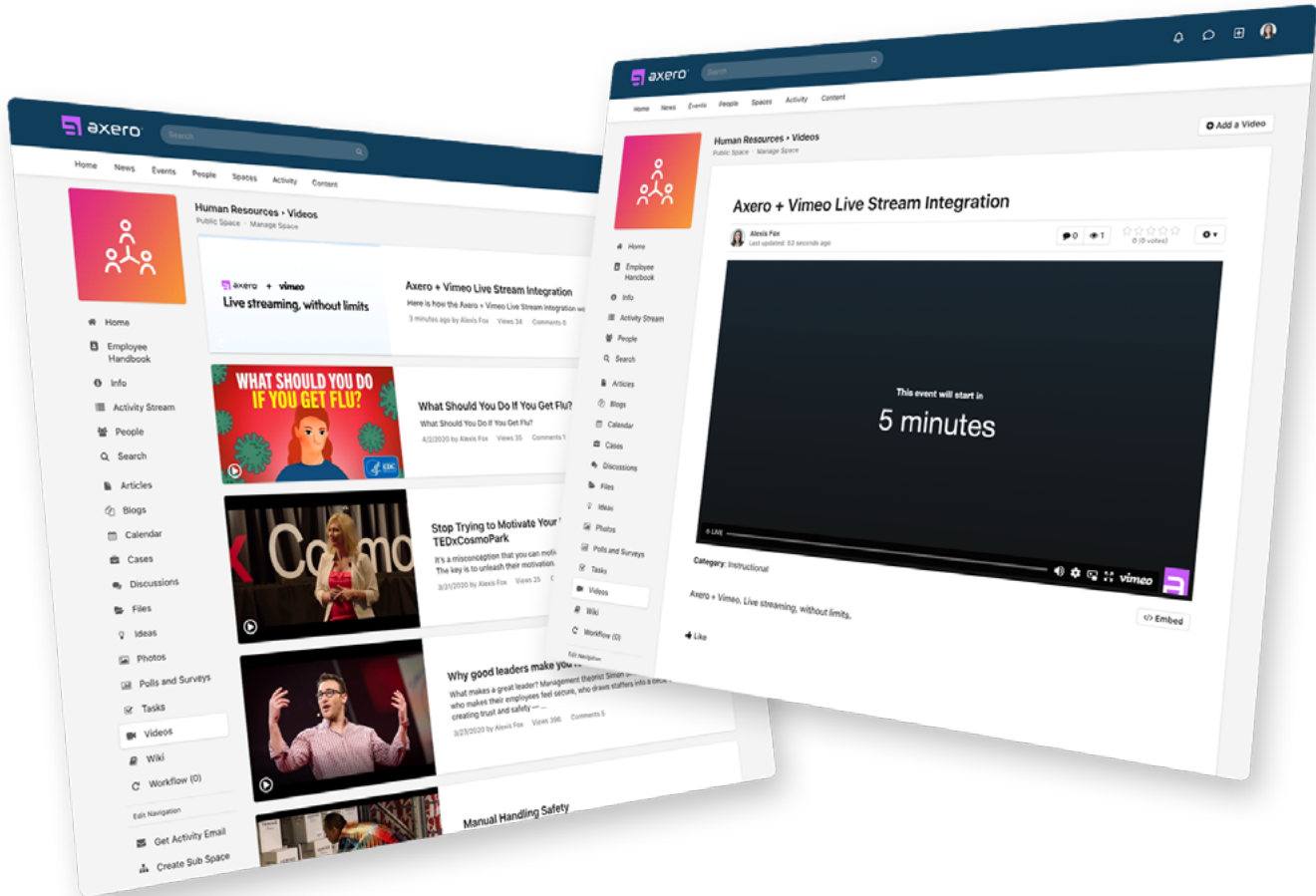
Humans, especially internet users, are inherently lazy. If you can watch a video over reading, most will opt for the one that demands less brain effort, which is video. As it turns out, the web is the perfect platform to communicate and teach using videos.

Axero's video sharing feature allows you to upload videos to spread a message, teach people how to do things, share screen recordings, and communicate more effectively. Your employees are more likely to grasp concepts and remember them when they are presented in videos. This high level of engagement has been very successful for improving communication within businesses and organizations.

Cases, ticketing, and issue tracking.
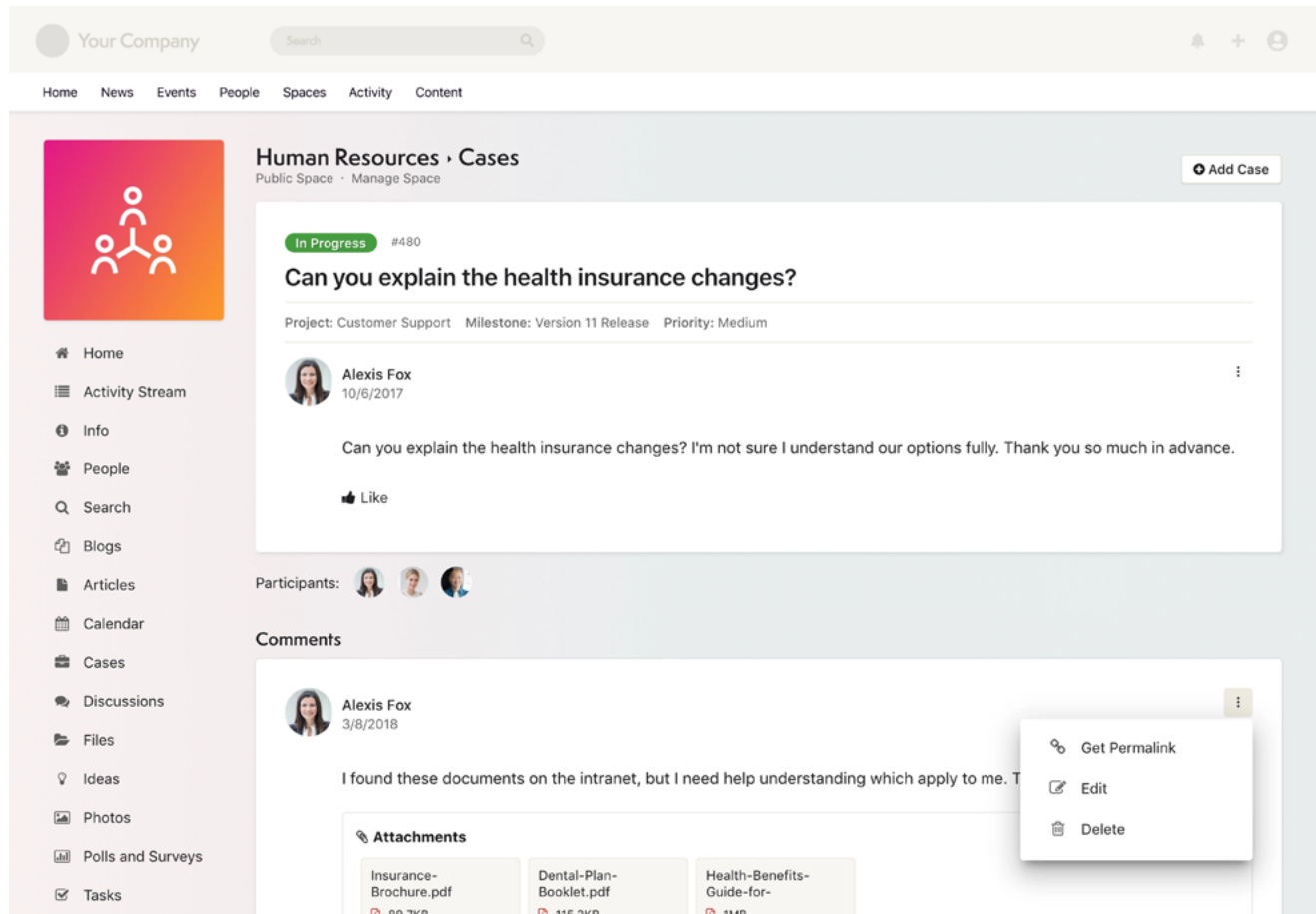
No matter how well you run your organization, issues will pop up from time to time. Being able to open up cases and track issues is essential to handling problems in an efficient manner. No organization should expect to move forward if they ignore this all-important rule. When attempting to solve an issue, communication is key.

Axero features a case and issue tracking system that allows you and your employees to not only be aware of problems that require solving within your company, but also lets people bounce ideas off each other to create solutions. The system can also be used as a tool for customer support, allowing you to offer personalized customer service to your audience in ways that might not otherwise be possible.

Private and shared calendars.
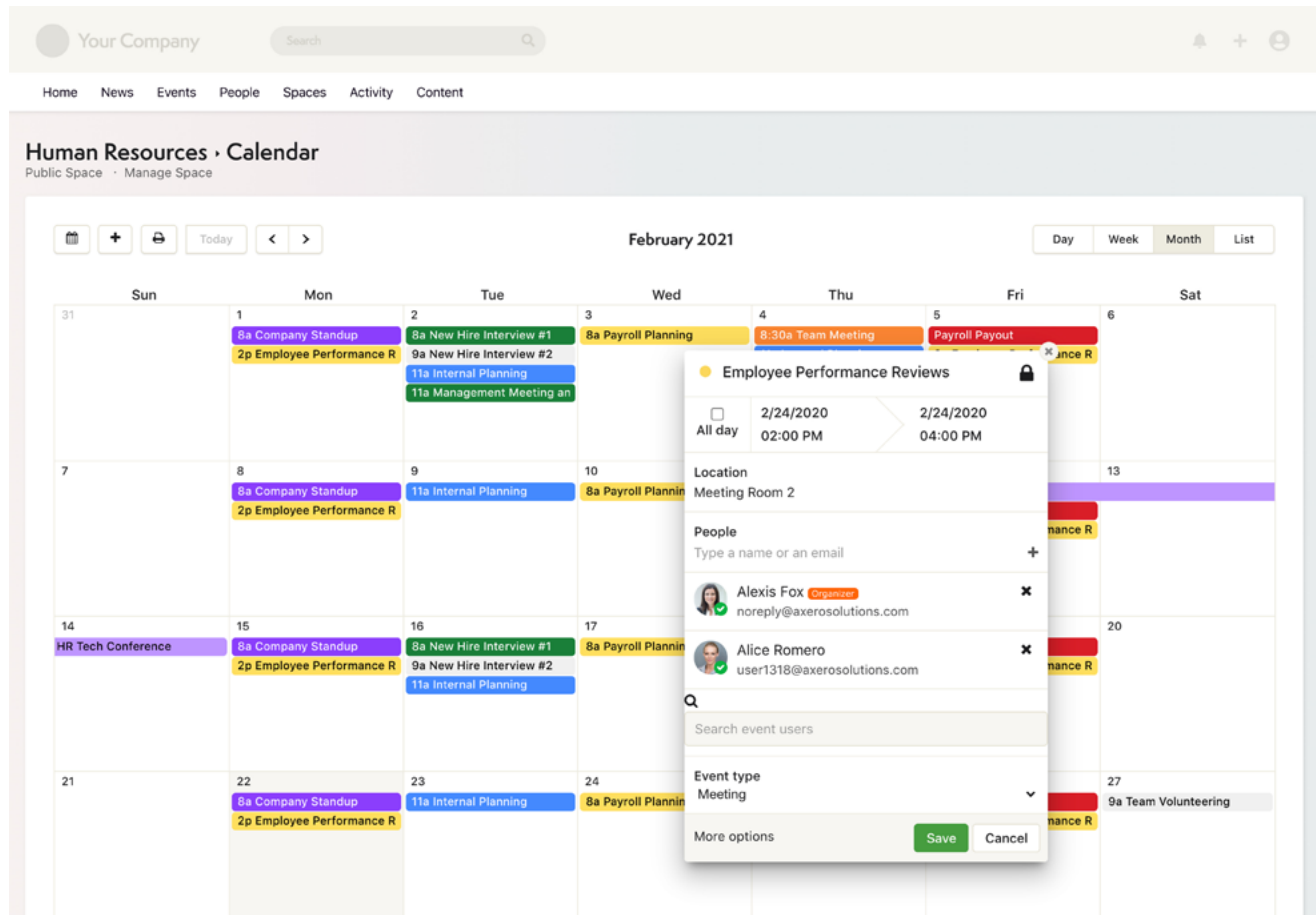
Many people overlook the importance of communication when it comes to scheduling meetings and events. It's likely you've missed a meeting or know someone who has, and it's probably due to poor communication. Communicating meeting times can be hard when they're scheduled regularly, which is why you need a strong virtual calendar system.

Shared calendars in Axero make scheduling and keeping track of important dates easy. You can schedule events and invite other members of your organization to join, which puts everyone on the same page. Individual private calendars can contain personal reminders, while team-related events can be shared with your colleagues, causing any confusing overlap to disappear.

Part 3: Tips to improve communications with intranet software.

Whenever you implement new software, getting started can take some time. Social intranet software like Axero is already exceptionally easy to use, easy to learn, and easy to get started. There are just a few workflow tips that can help you to get the most out of your experience:

1. Define your objectives and requirements.

Your stakeholders are the people within the organization that will be using the intranet solution. They include departmental leaders, knowledge, and frontline workers. Beyond getting the stakeholders' opinions, you also need to go further and breakdown the specific requirements. The more granular you can go, the better the chances that you are going to get a more appropriate solution.

- **Who are your stakeholders?**
- **What are your pain points?** – What are you looking to improve?

Answering these questions not only help you drill down to specifics, but will also allow vendors to recommend solutions that will help you accomplish your goals.

2. Assemble your team.

Typically, the decisions over your organization's intranet cannot be made by one person alone. You need a team that is able to get things done, committed to your business objectives, and is small enough to act with efficiency. In order to do this, determine the following:

- **Who is responsible?** – The person assigned to do the work

- **Who is accountable?** – The final decision maker who has ultimate ownership

- **Who is consulted?** – The person to be consulted before the final decision is taken

- **Who is informed?** – The person who needs to be know that a decision has been made

3. Define your business constraints.

Every business is constrained by the three cardinal factors:

scope - cost - schedule

Influencing one will automatically influence the others.

For example, if you want to cut costs, you'll have to sacrifice on the scope. Your schedule will also affect both the cost and scope within a set duration. Likewise, influencing your scope affects the cost and the schedule to integrate your requirements.

Other constraints may come into play too, including geographical, languages, IT, and HR. Determining what you need and what you can forfeit is critical, especially if working on a schedule and budget. For small and medium-sized businesses, this is likely going to influence the final decision.

4. Schedule a 30 minute demo.

Sometimes answering all these questions on your own can be a challenge. As a part of our service and solution, we provide free consultations, trials, and demonstrations. Let's talk about you and how your business works. We'll see if Axero is a good fit.

From our first engagement through the trial of the software, our focus is on determining if Axero is the right solution for you. Often times, of course, it is. But sometimes it is not, and we admit that, and we can suggest alternatives. We're not hard sellers and we're not going to pressure you into anything you're not comfortable with. We promise.

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Wanna get started?

Contact us @ axerosolutions.com   Phone: 1-855-AXERO-55

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Why your company needs an intranet platform.

A guide to achieving greater freedom in the way you work.

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Intranet solutions: Drive employee engagement.

How to improve employee engagement with social intranet software.

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Discover why 95% of Axero customers are actively using the platform year after year.

Read our client stories ↗