



Employee Communication

John Doorley, Helio Fred Garcia



Employee Communication:

Internal Communication and Employee Engagement Nance McCown, Linjuan Rita Men, Hua Jiang, Hongmei Shen, 2023-04-25 This book aims to explore the connection between internal communication and employee engagement in both educational and business settings Through the collection of chapters contributed by leading public relations communication and management scholars as well as seasoned practitioners readers will gain new insights into current issues in internal communication and employee engagement through a series of real world case studies analyzing current issues and offering best practices in internal communication and employee engagement in specific industry and organization settings Learning outcomes and discussion questions for both classroom use and business strategizing round out each chapter providing a springboard to further inquiry research and initiative development in these intricately intertwined areas so crucial to employee satisfaction and organizational success This makes Internal Communications and Employee Engagement an ideal resource for the intended audience of scholars students internal communication managers and organizational leaders

Strategic Employee Communication Gail S. Thornton, Viviane Regina Mansi, Bruno Carramenha, Thatiana Cappellano, 2018-10-06 Employee engagement or a lack thereof can often be linked to poor communication and a detachment from company goals Companies of all sizes are looking for ways to boost communication recognizing its impact on key business outcomes such as productivity and profitability This book offers fresh insights about opportunities to improve the quality of employee communications based on employees needs It highlights the importance of simple jargon free communication that focuses on dialogue and content High performing organizations are more likely to think about communication from the audience perspective rather than purely from the management perspective The case studies offer readers a firm understanding of ways to implement and measure communication in daily practice Effective communication requires planning and this book with its focus on the US Latin America and emerging markets will guide readers in using communication in the alignment of corporate and employee needs

[The Routledge Handbook of Employee Communication and Organizational Processes](#) Soojin Kim, Patrice M. Buzzanell, Alessandra Mazzei, Jeong-Nam Kim, 2025-05-22 This Routledge Handbook takes a truly global and multidisciplinary approach to exploring all facets of employee communication Beginning with two key disciplinary approaches organizational communication and public relations scholars capture and define employee communication from both perspectives addressing commonalities and bridging disciplinary differences This volume places importance on the everyday communicative behaviors by internal members such as leaders managers inter generational cohorts employees and those working on behalf of organizations such as social media influencers and on expansive conceptualizations of employee communication such as chatbots environment and global supply chain members involved in organizing With a focus on employees in situ the authors respond to these key questions in what ways is employee communication relevant today What does employee communication entail How why and to what extent

does employee communication influence or become influenced by organizational processes Investigating antecedents organizational contexts and processes and consequences of employee communication and offering key theoretical information and empirically driven recommendations for practice this handbook will be an essential resource for students researchers and industry practitioners in employee communication organizational communication business and management leadership communication and public relations more generally

Successful Employee Communications Sue Dewhurst, Liam FitzPatrick, 2019-06-03 Communicate change effectively and bring stability and clarity in difficult situations through insight and lessons from global brands including Unilever John Lewis HSBC and KPMG with this essential guide for anyone responsible for managing the communications around employee engagement motivation retention and change management Communicating a company's goals strategy and tactics change processes and brand values effectively within the workplace makes a real difference to the success of any business When handled professionally it will have a positive impact on employee engagement organizational culture and performance This new book written by leading PR and internal communications experts shares the exclusive stories of leading practitioners across sectors and industries including manufacturing telecoms pharmaceuticals professional services FMCG and more to demonstrate the tools models and practices that have overcome a variety of challenges in a range of organizations Explaining how to make the case for internal communications at all levels including Advice on how to set objectives Selecting the right communication channel The best way to deliver tough messages How to evaluate and collect effective data Successful Employee Communications delivers an essential and easy to follow framework for delivering engaging communication strategies that work

Principled Persuasion in Employee Communication Mike Churchman, 2016-10-04 Principled Persuasion in Employee Communication highlights a new but significant dilemma for organisational leaders Will they continue on the same track that since the nineteenth century has led them to exert increasing control over their employees Or will they take another path one that leads towards a new type of working environment where the culture encourages freedom of communication and movement This book argues for an approach to employee communication that sets out to liberate employees from the stifling constraints that organisations continue to impose on them Principled Persuasion is so called because it uses persuasive techniques based on clear principles to create new forward looking organisational cultures It sets out to increase employee happiness and minimise the harms done to employees at work It grounds itself on a strong ethical base composed of fundamental universal principles It introduces a new approach to the use of language not only calling for more clarity and meaning in organisational communication but also for a more conscious use of rhetorical techniques to change vocabulary metaphors and internal dialogue for the better Make no mistake most organisations have totally underrated the strategic importance of employee communication Principled Persuaders understand that the key to dealing with the unpredictable events about to unfold in the twenty first century will be a new way of communicating with the workforce The flexibility adaptability and innovation that

will be needed to survive and prosper in coming decades can only be achieved by liberating employees not imprisoning them further in established systems and processes

Employee Communication During Mergers and Acquisitions Mr Simon Barrow, Ms Jenny Davenport, 2012-09-28 Communication is the key to organisational success and nowhere is this truism more apparent than in the influence of internal communication during a transformational process as dramatic as a merger or acquisition During the complex process of bringing the two sets of employees together continuous effort is crucial for keeping in touch with how people feel communicating information clearly across both bidder and target and beginning the process of creating a new culture for the merged company Communication is vital but information on what to do when and how to overcome or at least minimise the practical problems inherent in trying to communicate at a time when there is often little news and when so much must remain confidential is essential *Employee Communication During Mergers and Acquisitions* provides a blueprint for your internal communication during a merger or acquisition it contains checklists examples and tables to help busy communication and integration teams by providing them with practical guidance and examples of what they should consider The authors start with the genesis of your strategy and the statutory framework before the partner company has been identified then move on to each of the stages of negotiation merger announcement pre merger preparation and in the critical first 100 days following the merger The book includes chapters exploring the process of developing the employer brand for the new entity as well as of measuring and building on the success of your strategy and is illustrated throughout by a range of case studies

Organisational Communication Paul Turner, 2003 Effective communication in the workplace is essential to the delivery of successful organisational strategy and change employee commitment and ultimately competitive advantage An organisation's ability to engage stakeholders through excellent communication strategy and action is an essential skill Without it the chances of organisations ever achieving their strategic objectives are reduced *Organisational Communication* offers practical tools techniques and a model for developing a communications strategy The key areas covered include organisation and change the role of communication and HR's growing part within it the principles and uses of communication in an organisational context developing an HR communication strategy and implementing the communication plan external communication and how HR should be involved communicating with the labour market the City and the media and internal communication and HR's contributions to this area employee engagement communicating with the board and senior managers and combining HR through effective internal communication views from a number of leading names in the field both in business and media

Engaging Employees through Strategic Communication Mark Dollins, Jon Stemmle, 2021-10-01 *Engaging Employees through Strategic Communication* provides a detailed overview of employee communication and its evolution as a tool to drive employee engagement and successful change management Approaching the subject with the philosophy that internal audiences are essential to the success of any strategic communication plan and business strategy particularly as they relate to driving

change Mark Dollins and Jon Stemmle give readers a working knowledge of employee communication strategies skills and tactics in ways that prepare students for careers in this rapidly expanding field Providing the tools necessary to evaluate the impact of successful employee communication campaigns they put theory and cutting edge research into action with practical examples and case studies sourced from award winning entries judged as best in class by the International Association of Business Communicators IABC the Public Relations Society of America PRSA PRWeek and PRNews The book is ideal for undergraduate and graduate students in internal corporate or employee communication courses and will be a useful reference for practitioners who want to understand how to carry out effective employee communication engagement and change management campaigns Please visit www.engageemployees.com to learn more about the book and its applications

Managing Employee Attitudes and Behaviors in the Tourism and Hospitality Industry Salih Kusluvan,2003 The tourism industry of which the hospitality industry is the core element is one of the largest and the fastest growing industries world wide According to World Tourism Organisation forecasts the industry will continue to grow and employ more people in the twenty first century In parallel with the growth of the tourism and hospitality industry world wide consumer expectations and demands for quality are rising while consumer tastes are varying on the one hand and competition among the firms both nationally and internationally is intensifying on the other In this business environment of heightened consumer expectations distinct market segments that demand unique products and services and stiff competition tourism and hospitality organisations are looking for ways to excel in service quality customer satisfaction competition and performance This book takes the view that employees are one of the most if not the most important resources or assets for tourism and hospitality organisations in their endeavour to provide excellent service meet and exceed consumer expectations achieve competitive advantage and exceptional organisational performance The purpose of this book is to emphasise the critical role of employees for tourism and hospitality organisations and to examine the ways and means of managing their attitudes and behaviours for the mutual benefit of both parties tourism and hospitality organisations and their employees Corporate

Communication Sandra Oliver,1997 Oliver presents an academic commentary and literature review on theoretical concepts of integrated corporate communication stressing the importance of two way communication and of developing a better understanding of the priorities of others *Effective Communication on the job* ,1958 **A Handbook of Corporate**

Communication and Public Relations Sandra Oliver,2004-04-22 A bold addition to existing literature this book provides an excellent overview of corporate communication Taking a refreshing interdisciplinary approach it is an essential reference offering in depth analysis and contemporary case studies **Internal Marketing** Richard J. Varey,Barbara R. Lewis,2000

This work represents a resource of the current research and conceptual development in internal marketing It features case studies covering a wide range of sector and industry applications Reputation Management John Doorley,Helio Fred

Garcia,2007 Reputation Management is a how to guide for professionals and students in corporate communications that rests

on the premise that corporate reputations can be measured monitored and managed Management Communication: Financial Times Briefing Gordon Adler,2012-09-26 A concise and pithy reference guide that gives busy decision makers everything they need to know about management communications to get the right results for their business This book provides you with all the powerful practical and accessible guidance you need to transform the effectiveness of communication within your business It will show you how to adopt a communications mindset accept responsibility for your communication take a strategic view of communications whether you are internal or external spoken written or non verbal too develop a simple focused communication strategy ensure that strategy is aligned with company strategy take account of the interests needs and language of your audience make communication compelling continuous and credible This book provides tried and tested tools processes and techniques that are grounded in the reality of everyday business life It offers a simple approach to strategic communication that will help you develop a practical framework for thinking about management communications with questions to ask examples and things to think about Corporate Communication Joep Cornelissen,2020-01-25 The Sixth Edition of Corporate Communication A Guide to Theory and Practice continues to be the market leading text in its field having been fully revised by the author to reflect new trends and developments in social media and to capture emergent topics such as CEO activism and corporate character and purpose New to This Edition A revised chapter on comm s in the rapidly changing media landscape incorporating new technologies and social media Deeper coverage of key topics such as employee crisis and leadership communication alongside sustainability New case studies with reflective questions to highlight the broad application of corporate communications Corporations featured include Apple Facebook Gilette Lenovo and Nestl Corporate Communication is essential reading for students studying Corporate Communication Organizational Communication Strategic Communication PR and Marketing Communications as well as a valuable resource for reflective practitioners *Organizational Communication* Michael J. Papa,Tom D. Daniels,Barry K. Spiker,2008 Communication in organizations has changed drastically since the release of the first edition of this bestselling textbook This fully revised and updated edition delves into state of the art studies providing fresh insights into the challenges that organizations face today Yet this foundational resource remains a cornerstone in the examination of classic research and theory in organization communication Employee Engagement Dr.R.Kamaraj,2022-09-03 In India is one of the fastest development countries in worldwide after independence particularly growth of industrial sectors In this aspects organisation take more effort and engage of the employee and employer like inside and outside workplaces Moreover the success of any organisation is mostly dependent on how it control efficient commitment involvement motivates and retains its workforce of the employee or employer In present scenario organisations needs to be more comfortable towards working employee and employer so that they are equipped to develop their workforce and enjoy their commitment Therefore organisations are required to adopt a strategy to improve the EMPLOYEE ENGAGEMENT EE to satisfy both the organizational intentions and

employee requirements Employee engagement is the level of commitment and involvement an employee has towards their organization and its values *Human Resource Management In Singapore - The Complete Guide, Volume E: Employee Conduct And Relations* Oun Hean Loh, Jacqueline Suet Peck Chin, 2025-05-20 This HR management series is timely It is written in the Singapore context guided by our local employment laws and tripartite guidelines and standards I commend the authors for their endeavour to produce such a first Lim Swee Say Former Minister for Manpower Former Secretary General National Trades Union Congress Human Resource Management in Singapore The Complete Guide covers a wide spectrum of human resource management topics in five volumes Employment Management Work and Remuneration Employee Benefits Performance and Development and Employee Conduct and Relations In every chapter the WHY WHAT and HOW are presented lucidly The books are a must have GPS for any human resource practitioner in Singapore Students academics and bosses into human resource management as well as overseas human resource practitioners will also find the books helpful and instructive Volume E on Employee Conduct and Relations brings readers through the important and sensitive subjects of employee communication and engagement employee grievances workplace discrimination and workplace harassment General code of conduct and disciplinary management framework for misconduct embodying the principles of natural justice and rule of impartiality are covered comprehensively As organisations are made up of people who have motives habits and weaknesses people risks must be accorded importance and managed proactively The last eight chapters focus on industrial relations trade unions union membership union representation union recognition collective bargaining and industrial disputes and employment claims management packed with lucid case examples and industry practices drawn from the authors hands on experiences *Employee Communication* Sarojini Balachandran, 1976

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