

# Internal Communications in Irish Business - An Employee Perspective

*How employees in Ireland are adjusting to the new  
world of working*



Creative Thinking powered by Common Sense.

[www.springboardcommunications.ie](http://www.springboardcommunications.ie)

[info@springboardcommunications.ie](mailto:info@springboardcommunications.ie)



## Foreword

When the sudden shift to remote working happened in March 2020, many companies understandably upped the frequency of communication with their teams.

*We conducted this national survey to hear directly from employees - we wanted to learn more about how this change affected them, what type of communications they value and their opinion on the structures in place within their organisations. The sample includes a diverse network of over 200 Irish employees.*

The survey found that over three quarters of Irish workers (77%) say their company's internal communications need to be improved. While 71% of Irish employees say the volume of communication from their employer has increased since the pandemic began, almost a third don't think the information shared is useful.

More than ever, effective internal communications should form an integral part of your communications roadmap. Now is the perfect time for organisations to audit their employee communications. Are you doing it effectively with business goals in mind?

This report not only shares the results of the survey but our insights and suggestions on how businesses can do better in 2021. At Springboard Communications, we understand the challenges facing Irish businesses.

**Our Internal Wire** service offers a complete framework to businesses who want to ignite or revamp their internal communications. From an internal audit to creating content that resonates, our experienced team enables companies to inform, engage and inspire their employees.

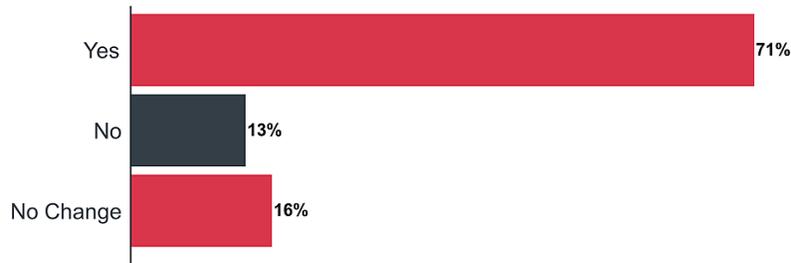
*Susie Horgan, Managing Director*



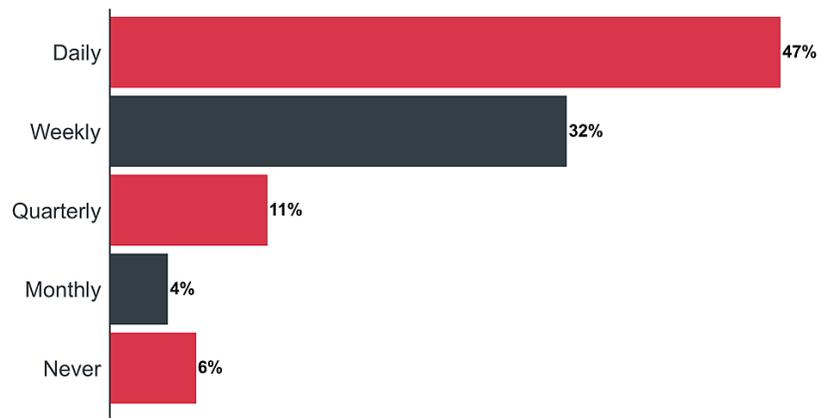
# How often do organisations communicate?

Over 70% of employees have seen an increase in communication over the past six months with almost 47% receiving daily updates

## Has the volume of communication increased in the last six months?



## How often do you receive official communication from your organisation?



From our work with our clients, we know that consistent communication is needed to increase collaboration and build a positive internal culture. Your internal communications channels should be a trusted source and provide guidance on what external developments mean for your company.

However, think quality over quantity. Despite the increase in volume, 30% of survey respondents did not find the communications from their employers useful.

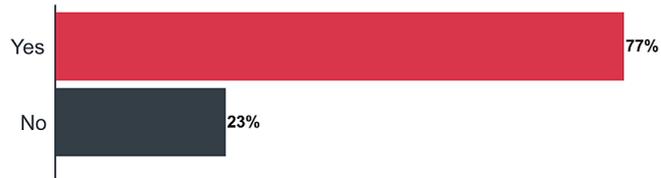
What we find works well is conducting an internal comms audit. Take the time to review your internal communication; think about your business goals and how internal communications can help you achieve them. Listen to your employees - what channels are working, what messages are resonating and what content are they connecting with?

Once you have these insights, you can then develop your internal communications strategy.

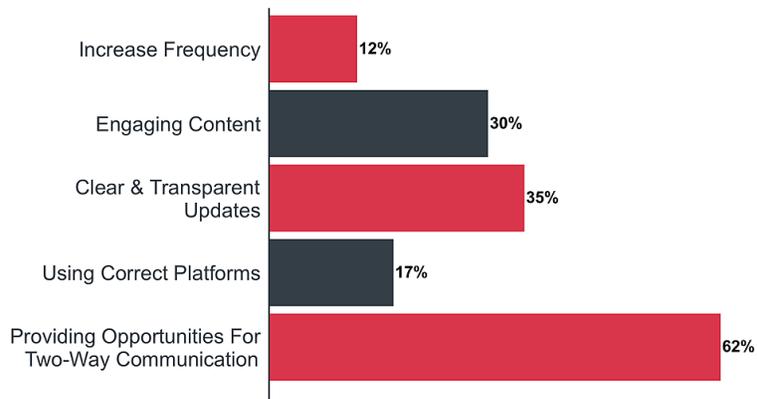
# Communications and content that count

77% of respondents think communication can be improved within their organisation

## Do you think your organisation's employee communications could be improved?



## How can your organisation's employee communications be improved?



## The top three items employees have highlighted would improve employee communications are:

- Providing opportunities for two-way communication
- Clear and transparent updates
- Engaging content

Strategic thinking is vital for internal communications. Effective internal communications will not only improve job satisfaction, productivity and trust, but can also encourage collaboration among those in the organisation (Gallup, 2017). Facilitating and encouraging communication amongst employees, and between employees and leaders is vital for collaboration.

In order to communicate directly with employees, we work with our clients to create engaging content that sticks. Based on your employee profiles, strike the right balance between user generated and centrally produced content.

Think about which formats work for which employee groups and if there is the opportunity for personalisation. We have seen from our campaigns that video can be very effective in increasing engagement and cut through. Employees are 75% more likely to watch a video than read text (Forrester Research).

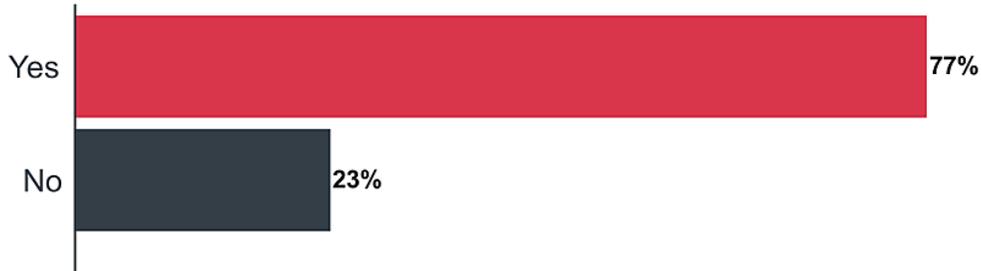


*Almost a quarter of Irish employees are not clear on their organisation's business goals*

# Communicating your business goals

*Almost a quarter are not clear on their organisation's business goals*

## Are you clear on your organisation's business goals?



Knowledge is power. Providing your employees with relevant and consistent information will ensure awareness grows around short and long-term business goals.

Engaged employees have a knock-on effect on business productivity, reducing absenteeism, improving efficiencies and increasing turnover. In [research carried out by Gallup](#), highly engaged businesses saw a 41% reduction in absenteeism and a 17% increase in productivity.

Think of how you provide business updates can these be improved? Do employees see and hear from your senior leaders directly? Are they given the opportunity to ask questions? Have you considered a quarterly business update townhall, a monthly video update from your CEO or functional 1-page email updates?

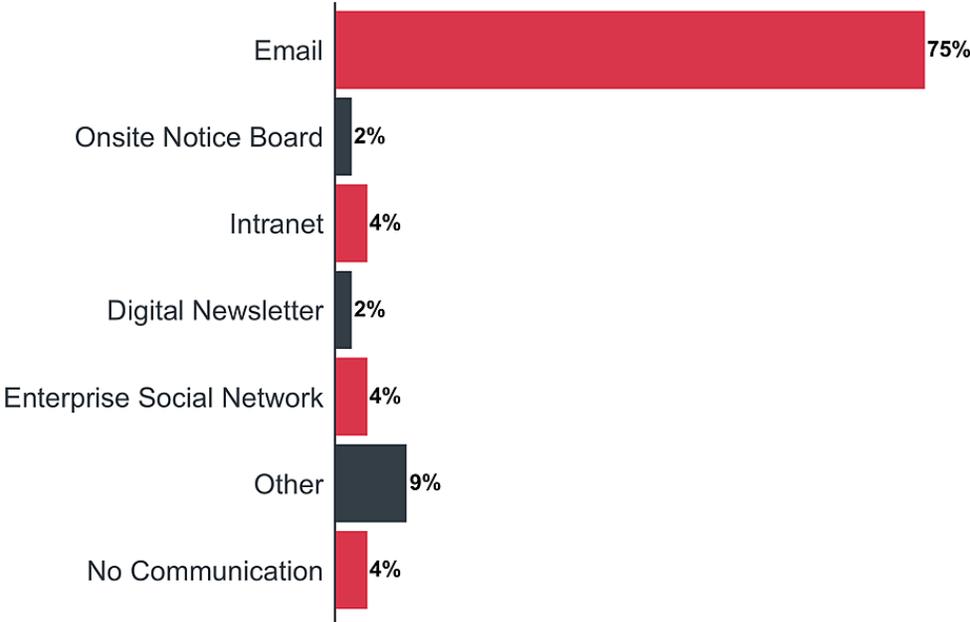
**We understand that one size doesn't fit all. What our clients find useful is to first understand what business updates employees want to hear, and then consider how best to deliver these.**



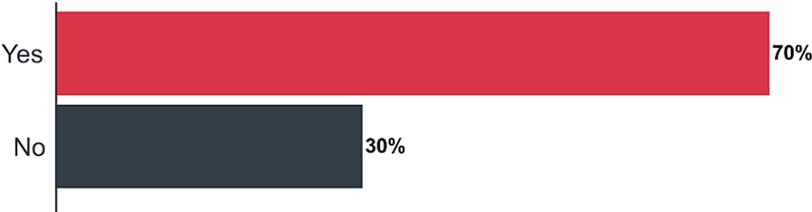
# Primary methods of communication within organisations

Over 75% of respondents say their workplace communication is done via email

## How does your organisation primarily communicate with you?



## Do you find the information useful?



While e-mail has proved to be a popular way of communicating with employees - it may not be the most dynamic. There is a risk that your messaging will get lost in a busy inbox.

There is also limited opportunity for two-way communication between employees and leaders. We have found that email restricts the kind of content you can create and share - whether it is a quick poll or employee-generated content on a goal being achieved.

Many of our clients find social enterprise networks to be a good way to engage employees, for example, Workplace by Facebook, Yammer or Workvivo, among others.

However, if investing in these isn't feasible within your budget then we would encourage you to step back and look at other ways to engage proactively with your team i.e. briefing sessions via online platforms rather than through email.

Like all strong communications, having a clear strategy upfront will pay dividends in the long run.



# Encouraging two way communications

*85% of respondents want the opportunity to give feedback to their employers, with almost 46% saying there are no mechanisms in place to do this, and for those that do share feedback, it is only sometimes addressed*

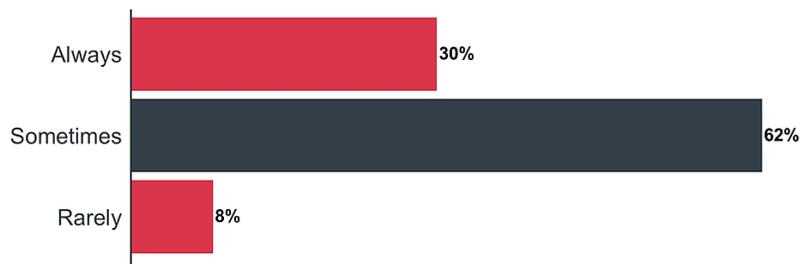
## Would you like the opportunity to give feedback?



## Are there defined mechanisms in place for you to provide feedback to the organisation?



## If you share feedback through these mechanisms, are your concerns or queries addressed?



Employees clearly want the opportunity to have their voices heard and see actions from the concerns they raise. Both leadership and management should be visible and accessible to your teams.

By providing opportunities for two-way communication, both parties become more informed, increasing the likelihood of positive business outcomes and boosting team morale and, ultimately, employee retention. Engaged workforces can see up to a 24% increase in turnover ([Gallup, 2017](#)).

**To build an open, honest and transparent communications culture, you need to start by listening - understand what your employees favourite channels are, and encourage and reward two-way conversations.**

Don't be afraid to curate these conversations at the outset through a trusted group of communications champions to get the conversation started.

Make sure you have the mechanisms in place to capture your employee feedback, analyse it and revert with the action plan to address it. Nothing kills two-way conversations faster than your employees' feedback disappearing into a black hole.



# The Internal Wire

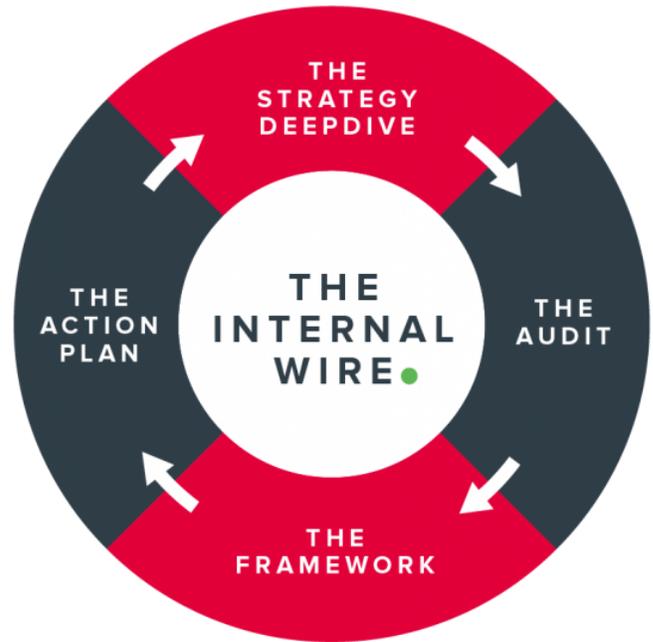
**Informing, engaging and inspiring employees.**

At **Springboard Communications**, we understand the power of communication in delivering your business purpose. The Internal Wire is our dedicated service area for all things internal communications.

*We know that engaged and informed employees will drive your strategy, increase staff retention and advocacy and improve overall business performance.*

We will partner with you to develop your businesses strategic internal communications goals. We have the team, tools and experience to activate your internal communications, delivering results.

**To learn more, visit [our website](#).**



## Client testimonial:

*"Launching Pulse+ was a major milestone for us. I want to thank Springboard for your support and hard work, all of which helped make our launch today so memorable and great. Thank you, we've really enjoyed and been impressed by the work of all the Springboard team on this."*

**- Aideen McGrath, PR and Communications Manager at Laya Healthcare**



[Read the full testimonial here](#)

## GET IN TOUCH

Contact **Springboard Communications** Client Manager **Ciara Flaherty** to discuss your internal communications strategy.

Ciara Flaherty is a member of the Institute of Internal Communication, bringing real-world expertise in this area.



Email Ciara for more information