

FLM / HARVEST

## INTERNAL COMMUNICATIONS: A TWO-WAY HIGHWAY

Internal communications is how a company shares its mission and vision, defines its values, provides direction and encourages engagement with employees. It is also an essential feedback loop for company leaders to welcome the thoughts and opinions of those at all levels and across departments of the organization.

At FLM Harvest, we look at internal communications as a two-way highway for a company's leadership and its internal audiences. It's important to invest in the infrastructure for internal communications to help ensure timely, smooth flow of messaging and feedback.



## INTERNAL COMMUNICATIONS CAN:

- ✓ **CULTIVATE COMPANY CULTURE.**  
Clearly communicate a company's purpose and values, while soliciting feedback, responding to feedback and ultimately cultivating a sense of belonging.
- ✓ **EARN AND SAFEGUARD EMPLOYEES' TRUST IN THE COMPANY AND ITS LEADERSHIP.**  
Consistent, transparent internal communications shows respect and value for people.
- ✓ **DRIVE COMPANY INITIATIVES.**  
Internal communications aligns people with purpose, unleashing tremendous amounts of energy toward achieving company goals.

At FLM Harvest, the first step in developing an effective internal communications program is to get ***grounded in truth***. Don't assume you know what your audience thinks or how they want to receive communications. Begin with listening e.g., surveys, focus groups and input sessions to determine employees' needs and analyze the gaps.

Look carefully at the company culture. Do you need to define or refine the mission, vision and values first? Without this foundation, communications efforts are empty words. FLM Harvest can facilitate a Living the Brand workshop to develop or refresh an organization's strategic goals and statements. These become the foundation for an authentic internal communications program that fosters an organization's ability to thrive.

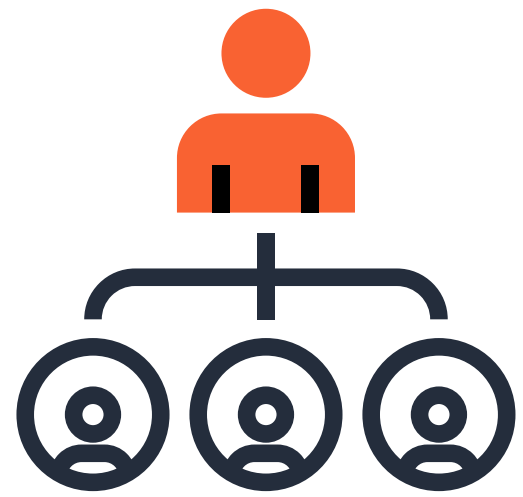


**ALL EMPLOYEES ARE  
SPOKESPERSONS  
WITHIN THEIR TEAMS,  
IN THE COMMUNITY, ON  
SOCIAL MEDIA AND  
EVEN TO THE MEDIA.”**

Recruit trusted advocates from across the organization who can effectively influence the people around them. Provide internal audiences with information and tools for success. For example, FLM Harvest’s learning services offerings can support internal alignment and rollout through webinars and adult education tools. And, spokesperson training can ensure internal advocates are well versed in messaging.

Engage with employees regularly and recognize them as part of the team and contributors to the company’s goals. Empower employees to have a voice and include them in an ongoing feedback loop.

# INTERNAL COMMUNICATIONS DOS:



- Avoid corporate speak and top-down communication i.e., don't rely on only managers and supervisors to communicate.
- Ensure your internal communications go beyond posters, brochures and TV screens. Leverage technology to meet employees where they're already communicating.
- Consider internal communications as an ongoing conversation, not one-off announcements.
- Make it a priority that employees never hear important company news via an impersonal news release or secondhand from the media.
- Seek and respond to employee feedback on a regular basis.
- Remember internal communications alone can't fix a negative company culture.

Internal communications enable a company to tell its story and practice transparency. A well-planned and executed internal communications program helps foster an engaging company culture where team members have a sense of belonging and look forward to collaborating and reaching company goals.

FLM Harvest is a strategic consulting, marketing and communications agency that helps set strategy, align teams, frame opinions and create demand for clients in agriculture, food and rural lifestyle markets.

Are you ready to invest in internal communications? Our experienced public relations and reputation management team will guide you every step of the way.

**For more information on FLM Harvest public relations, go to [flmharvest.com](http://flmharvest.com). To contact our PR pros, email us at [info@flmharvest.com](mailto:info@flmharvest.com).**



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Julie's background includes both corporate public relations and agency work for Fortune 100 human and animal health pharmaceutical companies. At FLM Harvest, she oversees public relations strategy and execution, crisis training, message development and video production for a variety of clients.