

Communicating with Employees: Improving Organizational Communication (Revised Edition)

Course Specifications

Course Number: CCT-039_rev4.0

Course Length: Self-study or Classroom Training

Course Description

The 50-Minute Manager Series was designed to cover critical business and professional development topics in the shortest time possible. Our easy-to-read, easy-to-understand format can be used for self-study or classroom training, or even office training. With a wealth of hands-on exercises, the 50-Minute books keep you engaged and help you retain critical skills.

Communication is an integral part of the work environment, and a well-conceived strategy will contribute to the success of any organization. Today, it is even easier to get your message across with e-mail, voice messaging, teleconferencing, and even video broadcasting. COMMUNICATING WITH EMPLOYEES was written to help you understand your organization's communication needs. This revised edition covers the best new thinking on organizational communication, and the array of new technologies available to make communicating easier and more effective.

Course Objective: The learning objectives for Communicating with Employees are listed below. They have been developed to guide the user to the core issues covered in this book.

The objectives of this book are to help the user:

- Understand how employee communication and engagement increase productivity on the job
- Conduct an audit of current organizational practices in employee communications
- Learn a six-step process for marketing the organization's values to employees
- Blend new technologies with traditional media in the communications toolkit

Course Content

Part 1: Employee Communication and Engagement on the Job

- The Importance of Employee Communications
- Employee Engagement and Stock Price
- Raising the Bar on Employee Engagement
- Characteristics of an Engaged Workforce
- Meeting Employees' Needs
- Cultivating Unengaged Employees

Part 2: Analyzing Employee Communication in Your Organization

- Ascertaining Your Organization's Practices
- Knowing Your Employees
- Changing Demographics = Changing Communications

Part 3: Communicating to Engage Employees

- Moving Employees Toward Action
- Marketing Organizational Values
- Step 1: Establish a Benchmark
- Step 2: Identify Information That Employees Need
- Step 3: Identify Effective Channels
- Step 4: Develop a Communication Strategy
- Step 5: Identify Factors That Could Impede Success
- Step 6: Evaluate and Revise

Part 4: Your New Communications Toolkit

- Matching the Tool to the Message
- The Impact of New Technologies
- Communication Preferences by Organizational Issue
- Communicating Through Meetings
- Using Print Media
- Using Electronic Systems
- Getting Feedback on How You're Communicating
- Putting It All Together

Part 5: Improving Your Own Communication Skills

- A Foundation Built on Credibility
- Becoming a Better Listener
- Communicating Face to Face
- Internet-Based Audio-Video
- Writing Skills Managers Need

Part 6: Special Concerns in Employee Communication

- Communicating with Virtual Teams
- Communicating Internationally
- Communication and Unions
- Communicating Change