**IMPORTANCE OF INTERNAL COMMUNICATION IN AN ORGANIZATION**

Internal communication is the methods an organization uses to communicate among staff and it covers a broad range of communication styles, such as written and oral, across different organizational tiers and levels of formality. Internal communication shares information about the company so employees can perform their jobs well. It keeps people informed.

Internal communication’s purpose is to provide an effective flow of information between an organization’s department and colleagues. This applies both up and down the management/employee chain. It also works among employees who are interacting with each other in the company.

Internal communication is important in the following ways;

1. Boosts employee engagement and productivity

Starting the right conversations across an organization and bringing leaders, partners, and employees together to focus on internal strategies that boost engagement and productivity. In an organization that employees are encouraged to submit their ideas and opinions, it makes them feel valued and listened to, which leads to engagement. When employees are actively engaged, they are motivated to work harder and do better quality work on the job.

### Improves employee experience

Organizations can use internal communication to improve the employee experience This helps maintain employee retention, as working for an organization that cares about its people sends out a positive message.

1. Bringspeople together in difficult situations

In times of crisis, internal communication is a valuable tool. Being able to communicate fast and easily with the right people in the organization can reduce stress and get things done.

### Drives action

**Internal communication promotes both internal and external action**. For example, it can authorize people to go ahead with a task, ask them to communicate with suppliers or collect opinions via the number of likes for a new product on an intranet page. It can take seconds to communicate a piece of information clearly and effectively.

1. Ensures organization-wide transparency

Internal communications ensure transparency in an organization which in turn ensures trust. Employees want to learn about a big announcement through their company leaders or top-level management.

Internal communications enable swift delivery of information, whether it is from top-level managers or between employees. This flow of information enables transparency, so every employee is on the same page as others thus help building a strong workplace culture.

1. Crisis management

Internal communications can help in management of crisis. In an ideal world, organizations don't experience any problems. A crisis can affect a business of any size, and the people in it require precise information about what is happening in the company. Internal communications can help manage and ensure there is no misinformation.

### Fosters company culture and values

Strong workplace culture can enable businesses to retain and attract the best talent, which can undoubtedly positively affect business outcomes. Internal communications can help foster a positive work culture and profoundly impact the bottom line. Company culture and values weaved into internal communications can enable employees to feel good about working there and boost a healthy work environment.

**Conclusion**

Internal communications need as much attention, if not more, than external communication. It all starts from within the business. If [employees are engaged](https://blog.empuls.io/how-to-engage-employees/), they perform better, and the business grows. In the all-new every day and hybrid work world, businesses need to re-focus on internal communications and put effort into their strategies.

As the economic climate changes, employee expectations have evolved, and newer technologies make their way into the organization, internal communication is the key connecting factor. It helps build a healthy and trustworthy relationship between employees and ensures that the company works together as a unit even in the face of change.