**Importance of Internal Communication to an Organization**

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**Internal communication**

Communication is exchanging information from one person to another through speaking, writing, or using other mediums. According to (Whitworth, 2011) Internal communication is a collective process or tool used to ensure an adequate flow of information and partnership among people in an organization. Internal communication is between top management, middle management, lower management, and employees.

It is surprising to know that in this day and age, organizations still need to invest in their internal communication. However, such companies exist, and their businesses are paying the price. Some entities may need more resources to invest in internal communication, while others need more tools to maintain it. Internal communication impacts an organization in the following ways: it promotes productivity, unites employees, and improves the organization. Remember that if you work with people, you must talk to them regularly.

**Importance of internal communication to an organization**.

**Boosts output and collaboration of employees**

Well-informed employees are set to deliver better services while engaging with customers. (Li et al., 2021) states that frontline teams can tackle customer issues when they are empowered by internal communication. Updates on new products, campaigns, and Frequently asked questions give employees confidence to address customer desires. This in exchange promotes productivity of workers which will benefit the organization.

**Offers clearness and purpose**

Internal communication equips employees with information about the company's values, strategies, mission, and goals. According to Li et al., (2021) when informed about this, employees see themselves as part of the organization's goal. Motivation and engagement of employees need clearness in the organization's vision. Employees stay informed through constant updates using different channels such as team meetings, emails, and intranet.

**Unites people during tough times.**

During difficulties, internal communication is an essential tool. Being able to pass information to the correct individuals in the organization can bring assurance and get things done the right way. For example, during the Covid pandemic there was panic and confusion all over the world (Whitworth, 2011). Organizations needed to communicate with their employees and assure them that things will get better and how they were going to move forward from there. Internal communication during havoc can eliminate rumors. Effective internal communication can prevent office gossip from spreading when management passes accurate information. Office rumors can extend to external communication, thus damaging an organization's reputation.

**Internal communication develops an organization's culture**.

The organization's communication system shapes its culture. An organization's values can be reinforced by efficient and consistent communication (Whitworth, 2011). Internal communication can also bring employees together. It helps in developing the organization's identity. An organization can have a solid and unified culture that everyone is part of through emails, meetings, and team events.

**Improves the organization**

It is important always to check the functionality of internal communication. Through surveys, meetings, and focus groups, we can determine the effectiveness of internal communication. According to (Men et al., 2019) conducting these surveys helps to understand employee problems and how to solve them. Analyzing different tools and how people receive messages can help determine how to improve things. A data-driven approach promotes communication and it can be improved over time. This will help the organization to identify problems easily and mitigate them.

**Ensures easy workflow**

Efficient internal communication reduces information barriers between departments. According to (Men et al., 2019) when there is an easy flow of information across teams, it promotes efficient partnership and workflow. Information can be accessed faster using tools like Microsoft Teams, Skype, and Google Meet. This helps save time since time is well-spent in tracing information. When employees have everything, they need this smoothens their work.

**Communication provides encouragement**

When there is some sort of change in the organization, there may be uncertainties experienced by employees. According to (Men et al., 2019) when management communicates and assures the people during transition, it helps them to be at ease. Employee anxiety can be prevented by sharing information on what is happening, how it will happen, and those affected. It is crucial to inform employees of available help during the transition period. To ensure a successful transition, the caring approach is helpful. This makes management work to be easy.

**Access to information prevents loss of knowledge.**

It is easy to share information when an organization has a centralized information management system, such as community forums, databases, and wikis. This allows for more information when employees leave the organization. New employees can easily find the information they need in an organization with a centralized information system. The availability of digital tools makes it easier to collect and distribute information in an organization. Information is also stored for future reference. This helps with accountability in an organization.

**Employees can market the organization**.

What happens in an organization can influence how the public views it. How the employees talk and act passes information to the public about the organization. According to (Ewing et al., 2019) employee advocacy can build or destroy the organization's reputation through what they say to others. When employees are involved in the running of the organization through communication they will have good things to talk about. Employees need efficient internal communication to be good ambassadors for an organization.

**Directs employees to areas of focus**.

Management using internal communication can direct employees on prioritizing and distributing their efforts. According to (Ewing et al., 2019) efficient internal communication ensures employees are aware of set schedules and deadlines. This makes it easy to do tasks before the deadline. This shows how smaller projects fit into the organization's objectives. This will help to maximize the organizations output.

**Elevates employee experience**

When management communicates to its employees how they value them and the impact of their work, they are motivated to do better. Thus, internal communication has an impact on its employees. Management must communicate with employees about their contribution to the organization's success. According to (Ewing et al., 2019) employees' view of the organization and their part in the organization affects their satisfaction. This makes the employees to feel obligated to deliver thus making the organization to run smoothly.

**Conclusion**

In conclusion, internal communication is a vital component of any organization's success. It boosts employee productivity, fosters unity, provides clarity, shapes organizational culture, and improves overall performance. Moreover, effective internal communication is instrumental in managing change, preserving knowledge, and maintaining a positive organizational image. Organizations that prioritize internal communication are better equipped to navigate challenges and thrive in today's dynamic business environment.

**References**

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