

By focusing your time and effort on the ‘right stuff,’ you leverage communication as a powerful tool for competitive advantage

To my professional colleagues:

Management has higher expectations for employee communications today. As global competition has intensified and economic and customer pressures have increased, organizations are focused more than ever on innovation, efficiency and service improvement to stay competitive. All functions, including the communication department, are expected to step up and contribute in value-added ways that drive organizational performance improvement.

As a result, it’s not enough for communication professionals to just write and distribute “stuff.” As esteemed Consultant Jim Shaffer put it: “It’s not about outputs anymore, it’s about outcomes.”

Focusing on ‘the right stuff,’ delivering the right outcomes

Surveys clearly show that effective employee communication can and does make a difference in organizational performance. But surveys also show it’s only the right kinds of communication that make a difference and deliver the right “outcomes.”

During my long career managing corporate employee communication programs, and now working as a consultant, it became clear to me that the highest performing organizations emphasized certain employee communication practices that lower performing ones did not.

These employee communication traits – I identified 10 “difference makers” in all – seem to ignite winning and success in organizations, and accelerate the kinds of operational efficiency improvements that culminate in achievement of outstanding business results. Conversely, the mediocre or lowest performing organizations give limited or no attention to all or most of these communication traits and never seem to catch up to the lead pack in their field or industry.

This Guide will help employee communication and HR professionals build and execute a communication plan that will achieve positive “outcomes” for the organization by integrating the 10 traits into the fabric of the internal communications systems and daily operational life of the organization.

With the help of the information and ideas communicated in this Guide, you can go forth and make a real difference for your organization!

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About the Author

Ron Hess is president of Motiv8 Communications, a full service employee communications consulting firm based in Port Orange, FL. Ron served more than 25 years in senior employee communication management positions with some of America’s best known companies, including GE, Eaton, International Paper and Watson Wyatt. Ron is a frequent speaker and writer on employee communication topics and a recipient of dozens of communication awards over the years. You can contact Ron at: moti8vcomm@aol.com.