

# Section I:

## Overview: Meet the 10 employee communication traits of high performing organizations



### At A Glance

- ◆ Sharing ideas, building relationships, meeting regularly face-to-face, communicating with simplicity and clarity, building awareness of marketplace challenges, and recognition of employee contributions – these are vital communication factors in high performing organizations.
- ◆ There's plenty of data out there that supports the powerful business performance impact of effective communications and how the 10 traits contribute.
- ◆ Before you begin, some attitude adjustment and broadening of thinking about employee communication on your part may be required if you are to become a high performance focused communication professional. We'll give you some food for thought that will, hopefully, put you in the right mindset for the task at hand.

### Overview and list of the 10 traits

This Guide is structured around 10 organizational communication factors that are critical in achieving a high performance workplace. We'll discuss these 10 factors throughout the pages of this Guide and we will teach you how to apply them in your employee communications program.

Here's the quick list of the 10 traits. The pages to follow take a closer look at each one of them.

#### High performing organizations:

- Encourage cross-department collaboration
- Create openness and an idea sharing culture
- Listen well and respond to employee needs, concerns
- Lead and emphasize face-to-face communications
- Deal with reality, telling it like it is as a stepping stone to improvement
- Build employee awareness and involvement in serving customers
- Achieve clarity in strategy, messaging and goals
- Strive for simplicity in content; provide context for change
- Connect the dots between the job, organizational goals and customer needs
- Recognize good work and build momentum for winning.



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