Creating a culture of effective communication

Establishing clear lines of communication in the workplace can lead to greater productivity and eliminate unnecessary issues and roadblocks. There are a number of simple actions you can take to improve communication right now, plus wheels you can set in motion to build effective communication into your culture.

- **Effort:** Medium
- **Impact:** High

Actions:

Speak to managers of each department and find out about their team's preferred methods and tools for communication.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Learning how each department communicates and what works well for them will give you a better understanding of systems you could adopt across the business.

Send out a survey to employees to learn more about what the business could do to improve communication.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Getting feedback from employees can highlight potential blind spots around communication that you may not have realised existed.

Act on the feedback you've received from your employees and collaborate with the HR department to codify changes you're making.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Including your HR department in the process will make sure changes are factored into resources like onboarding checklists or internal guidelines, which can help to ingrain them into your company culture.

Action plan

Separate internal tools into urgent "need to know" and less important "want to know" communications, then explain these changes to employees.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Dividing up tools by urgency (for example, email for urgent messages, Slack for everything else) will help to prevent crucial messages from getting lost amidst general conversations.

Schedule monthly meetings to explain what's happening in the business to continue building a culture of effective communication.

- **Impact:** High
- **Suggested duration:** 28 days (ongoing)
- **Why this will help:** Effective communication needs to come from the top too – holding monthly meetings will help to keep employees in the loop and provide context about how their work contributes to the business's goals.

How will I know if my action plan is working?

Way to measure success
Employee feedback surveys.

Why this metric?
Surveying employees will show you whether your efforts to improve communication are working.

How do I start tracking?
Send out a survey after three months to see how well your changes have bedded in. Act on any feedback you receive, then survey your employees again after another three-month period.