

**4. What keeps CEOs up at night? The fact that you cannot control the conversation.**

Historically, information flowed in a linear format, and conversations to employees could be controlled by managing the flow of information. No more. Employees and customers alike are communicating 24/7 about companies - your services, products, what you stand for, and even your goals and objectives. And there is little room to control the conversation.

Through employees, businesses need to manage the conversations by being clear on what you stand for, who you are and what you do. The conversations should be central to any decision-making process and should include solid upstream communication.

## **5. Digital internal communication - allow a conversation**

Strategies are no longer being dictated from the top-down. It is important to ensure that employees have space in the business to communicate among themselves and upstream. Digital internal communication channels are becoming increasingly prominent and important to SA companies, wanting to innovate and lead the way in the communication space.

## **6. Time to revisit employee intranets**

In many large companies, the corporate intranet is somewhat of a misnomer. It can provide incredibly value information to employees but seems to languish unused, with low hit rates and a sense from employees that it is irrelevant to them until it contains something they need. Moreover, it's another example of substantial investment that does not generate the desired return.

## **7. Distributing information and tactical activities are not where value is created**

Employees are becoming increasingly bored by recitations of facts and corporate jargon. Today's world is already information-cluttered, and many case studies exist to show that storytelling and face-to-face communication deliver the best result.

Instead of getting caught up in the content, ask what you are trying to achieve and see whether there is alignment between the channel and the desired outcome.

## **8. Long-term trend from tell-and-sell to consult-and-involve**

Not new to 2013, employee engagement is becoming more and more about *how* an employee 'experiences' an organisation - from relationships with leaders, superiors and subordinates to technology. We've spoken about collaboration and leadership communication - all are important to shifting from a purely telling-and-instructing model of communication towards an engagement-and-motivating approach.

## **9. Re-energising company values**

In order to overcome the increasing gap between employee values and company values, many companies are reintroducing or reinventing their company values to secure buy-in. In fact, many are taking this one step further and involving employees in the development of a series of behaviours to attach to the values to ensure they come to life and are measurable. It's an important element in making the work more meaningful.

## **10. Motivating employees**

Employees are not only a company's most important asset - they are the face of your company. Be it a teller in a bank or the car salesman on the shop floor, these are the people who represent the brand. For this reason, they need

to be communicated with strategically, efficiently, timeously, and in a manner that ensures behavioural change is achieved.

The question you should be asking is: "Are your employees able to share their knowledge, particularly with customers, influencers, and even each other?"

**For more:**



- Bizcommunity Download: [2013 Biz Trends Report](#) (pdf: 3MB)
- Bizcommunity Special Section: [Biz Trends 2013](#)
- Bizcommunity Search: [2013 trends](#)
- Bizcommunity: [Biz Trends 2013 twitterfall](#)
- Twitter Search: [#biztrends2013](#)

## ABOUT DANIEL MUNSLOW

Daniel Munslow is the owner and founder of MDC Consulting and former director on the International Association of Business Communicators' International Executive Board. He has 16 years' experience in business communication consulting. He has worked across Africa, as well as in the Middle East, the US, Europe, and AsiaPac.

- #BizTrends2020: Reputation management, a more integrated ecosystem - 31 Jan 2020
- The role of communicators in the SDGs in Africa - 9 Mar 2018
- #BizTrends2018: Are you a reputational resilience expert or crisis fodder? - 8 Jan 2018
- Is it time to regulate the PR industry? - 14 Jul 2017
- 87% of PR executives believe the term "public relations" does not describe their future - 19 Apr 2017

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>