



# **Internal communications Building value in your business**

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Strategic internal communications refers to the considered and planned process of sharing information within an organisation to ensure alignment and engagement among employees.

It differs from other communication or marketing efforts by focussing internally to foster a cohesive culture and support organisational objectives.

## Why is internal communications crucial to a successful business?

**The power of strategic internal communications lies in its ability to:**

- Increase employee engagement
- Improve collaboration
- Enhance collective intelligence and decision-making
- Strengthen organisational culture
- Support change management

**Tangible business benefits:**

Did you know? According to Gallup's latest [State of the Global Workplace](#) report low worker engagement is costing the UK a whopping £257 billion annually.

- Strategically planned and executed internal campaigns have tangible business benefits:
- Higher employee retention
- Increased employee morale
- More collaboration and innovation
- Improved decision-making
- Increased productivity



# Internal communications strategies – our steps for success

## 1. Prepare

Understand the business objectives, current situation and desired outcome.

Typical scenarios where a renewed focus on internal communications is desirable include:

- The organisation is going through a period of change
- Mergers & acquisitions
- Recovery from a reputational or other crisis
- Fast-paced growth, expansion into new markets or service lines
- Significant transformation due to technology
- An outflow of staff or clients indicating there is a systemic issue within the business

## 2. Comprehend

Diagnose the problem and uncover what's really going on beneath the resulting behaviours or 'symptoms'.

Through qualitative and quantitative research, such as staff surveys, focus groups and meetings with key internal stakeholders we can start to understand the situation and how it is manifesting within the business.

## 3. Audit and analyse

Understand how the organisation is currently communicating with its staff, analyse what is working and identify the gaps.

We will look at:

- The flow of information
- Transparency/sharing of views and opinions
- Opportunities for two-way communication
- Communication channels, frequency of communication, tone of voice and content types.

## 4. Strategic development

Develop an internal communications strategy and action plan for the organisation.

Black Vanilla will take the research findings and develop a strategic approach to internal communications to help the organisation meet its business objectives.

The strategy will depend on the specifics, but could include:

- Strategic communications imperatives
- Internal communications principles
- Channel strategy
- Key messages and tone of voice
- Roles, responsibilities and resources required



# Why choose Black Vanilla?

## Execution and support

Once the strategy is in place, Black Vanilla can manage the campaign execution, support your in-house team, or provide a hybrid solution.

Our services include:

- Campaign planning with timelines
- Developing key message guidelines and communication tools
- Measurement and reporting
- Tactical execution (e.g., intranet content, email campaigns, digital screens)

## Get in touch

Every organisation is different, and there are many different reasons why your company might benefit from a focused internal communications campaign.

Get in touch to find out how we can help.

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