

MODULE 3

EMPLOYEE COMMUNICATION

MEANING



“People with diverse backgrounds, different cultures, varied qualifications, different experiences and unique skills- all, when taken together, form the greatest assets of an organization, force that holds them together known as employee communication or employee relation “.

ROLE OF EMPLOYEE COMMUNICATION

- To start
- On the job working condition
- Rewards and recognition
- Work stoppage or termination

CONCEPT OF ORGANIZATIONAL CU

“Organizational culture is the of assumptions, beliefs, values, and r that are shared by an organization’s members”.

ESTABLISHING COMMUNICATION POLICY

Set up a committee

Consult stakeholders

Devise draft policy

Set policy implementation date

Monitor and review

Consider creating and distributing policy manual

Ensure effectiveness

ORGANIZATIONAL CHANGE

“ Organizational change is the implementation of new procedures and technologies intended to realign an organization with the changing demands of its business environment and to capitalize on business opportunities”.

IMPORTANCE OF EMPLOY COMMUNICATION

- Customer services
- Morale
- Input
- Efficiency
- performance

SPECIAL EMPLOYEE COMMUNICATION SITUATIONS

- Unions in the workplace environment
- Public relations in collective bargaining
- Communicating employee benefits

MEDIA OF EMPLOYEE COMMUNICATION

- Media of employee communication explains how to get the employer's ac to their employees.

OBJECTIVES OF INTERNAL MEDIA

- Employees understand their role in the organization
- Clarification of management policies
- Employee well being and safety
- Recognition of employee achievement

FACTOR AFFECTING INTERNAL MEDIA

- Timing
- Significance
- Noteworthiness/ Newsworthiness
- Human interest

CONTROLLING INTERNAL MED

- Sending company newsletter
- Choosing a common tool for all comp chats
- Storing and sharing media at one place
- Conducting conference calls from one secure phone number
- Manage projects from one dashboard

OCCASIONAL AND SPECIAL ME

- Leaflets
- Booklets
- Catalogues
- Envelop enclosures
- Posters and billboards
- Bulletin boards
- Information rack
- Message displays
- Electronic media

RULES OF EFFECTIVE EMPLOYEE RELATIONS

- Employees must be told first
- Tell the bad news along with the good
- Ensure timeliness
- Employees must be informed on subjects they consider important
- Use the media that employee trusts

THANK YOU