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MODULE 3

EMPLOYEE COMMUNICAT

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MEANING

- "People with diverse backgrounds, different cultures, varied qualifications, diffe experiences and unique skills- all, when ta together, form the greatest assets of an organization, force that holds them togethe know as employee communication or empl relation ".

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ROLE OF EMPLOYEE COMMUNICATION

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

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CONCEPT OF ORGANIZATIONAL CU

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

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ESTABHLISHING COMMUNICATION PO

- Set up a committee
- Consult stakeholders
- Devise draft policy
- Set policy implementation date
- Monitor and review
- Consider creating and distributing policy manual
- Ensure effectiveness

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ORGANIZATIONAL CHANG

" Organizational change is the implementation of new procedures an technologies intended to realign an organization with the changing dema its business environment and to capit business opportunities".

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IMPORTANCE OF EMPLOY COMMUNICATION

- Customer services
- Morale
- Input
- Efficiency
- performance

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SPECIAL EMPLOYEE COMMUNICAT SITUATIONS

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

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MEDIA OF EMPLOYEE COMMUNICATION

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

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OBJECTIVES OF INTERN
MEDIA

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

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FACTOR AFFECTING INTERNAL MEDIA

- Timing
- Significance
- Noteworthiness/ Newsworthiness
- Human interest

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CONTROLLING INTERNAL MED

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

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OCCASIONAL AND SPECIAL ME

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

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RULES OF EFFFECTIVE EMPLOYEE RELATIONS

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

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THANK YOU

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