

Business Coverage Connect

The Importance of Employee Communication

Employee communication refers to how organizations communicate with their employees — and conversely, how employees communicate with organizational leadership. Effective employee communication can improve employee engagement and productivity. Enabling better connections between all employees, regardless of organizational role, is good for the bottom line of an organization.



Research shows there's work to be done to improve communication



74% of employees feel they are missing out on company information and news



25% of employees think their company takes effective action on their feedback



60% of companies don't have a long-term strategy for their internal communication

Inadequate employee communication, resulting in lost productivity, can be a costly mistake for both small and large organizations.

 Large companies cited an average loss of **\$62.4 million each year**

 Smaller companies cited an average loss of **\$420,000 each year**

Consider these steps for building an employee communication strategy:

- 1 Conduct an audit
- 2 Set clear and measurable objectives
- 3 Define messaging
- 4 Choose the channel(s)
- 5 Choose content format(s)
- 6 Measure engagement and success

We're here to help.

With over 25 years of experience, our Frost Insurance Team is well-versed in a wide range of employee benefit solutions. To learn more, scan the QR code or visit us at FrostBank.com/Business/Insurance

