

The Role of Communication in Employee Engagement

The role of communication in employee engagement is a critical contributor to organizational performance. However, a consultant must first make it tangible by defining engagement using specific attributes and establishing how each attribute impacts employee performance.

- Supervisory skills
- Personal development opportunities
- Cultural environment
- Internal communication
- Clarity of roles and responsibilities
- Confidence in leadership

As a consultant it is valuable to be able to quantify and focus your client on one or two of these attributes that have the greatest opportunity to impact organizational performance. Utilizing an employee engagement assessment will enable you to draw the appropriate internal or marketplace comparisons among attributes.

As an example, if internal communication surfaces as an employee engagement attribute that significantly deviates from baseline results, you will be able to justify a targeted conversation with your client. Before a prospective client will accept the value of internal communication and give it their undivided attention, they need it broken down into clear elements, and define how each of those elements' impacts employee engagement, and ultimately organizational performance. Such as:

- Communication tools
- Interpersonal skills
- Internal messaging
- Reduce political barriers
- Streamline feedback



When “internal communication” presents itself as a performance outlier, and an assessment along with your analysis identifies the underlying factors, do you have a package of services that you can effectively and efficiently propose and deliver as a tangible product that will dramatically impact your client’s organizational performance?

Tested solutions, along with proof sources, provide you the credibility and authority to implement training, tools, and process, that become the norm and fundamentally change the organization at its core.

Auditing an organizations employee engagement with assessment tools, in conjunction with your analysis, will expose inconsistencies, deficiencies, and opportunities, positioning you as a strategic partner in achieving improved performance outcomes.