

INTERNAL COMMUNICATIONS

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Communication programs within an organisation are sometimes seen as a lower order priority than media and public relations activities focused on external stakeholders.

Yet any company interested in its long-term health would be well-advised to invest in internal communication systems and processes to ensure that its employees are committed to its values, understand its culture and are focused on its strategic objectives.

Many external PR problems begin with a failure in communication within the company. Your employees will often be the first to identify an issue but, without good communications between the key people and departments in your organisation, you may read about the problem first in the media.

FIRST Advisers is able to engage sensitively, constructively and confidentially with company management to identify where internal communications can be improved and streamlined, including making recommendations on the effective use by companies of social media in an era when many employees rely on Facebook, Twitter and Instagram as their primary sources of information during a working day.

In such an environment, rumour and misunderstandings can thrive unless companies are prepared to engage with employees in ways that make sense to them.

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Why FIRST Advisers?

We have designed and implemented internal communications programs for some of Australia's largest listed companies.

We have lengthy experience in preparing and producing all forms of internal communications, ranging from formal written and video messages from senior management to blogs and social media.

What we offer

- **CEO communication and strategy**
Clear and concise messages from the CEO and managing director to staff are critical. What the boss says (or doesn't say) has a powerful effect on employee motivation and morale. We show you how to get your message across, both in terms of style and content, and advise when such communication is needed.
- **Development of internal communications plans, particularly for corporate change programs**
Working closely with HR and other relevant management, we will devise a plan to suit the specific needs of your business and its employees and recommend the most effective means of implementation.

- **Internal communications audits**
The principal purpose of an internal communications audit is to ensure that employees are receiving information in a timely manner and in ways that satisfy their needs and give them adequate opportunity for feedback. Internal communications should be aligned to a company's overall communications strategy. An audit should provide insights as to what's working well, what employees think, whether messages are clear and what has been effective.
- **Internal newsletters (print and online)**
A newsletter can be a very effective way of keeping employees up to date with company news and fostering employee engagement. Our skills in journalism and our eye for a story will make your newsletter worth reading and responding to.
- **Written and multimedia content for company intranets**
We use our skills in content development to produce clear, relevant and appealing content for your company intranet.
- **Giving programs**
FIRST Advisers is well-versed in the management of employee giving and volunteering programs and the communication processes that promote and support them.

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How to find out more

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