

Third Edition



EXPLORING INTERNAL COMMUNICATION

Towards Informed Employee Voice



Edited by
Kevin Ruck

Exploring Internal Communication

Susanne Dahlman, Mats Heide



Exploring Internal Communication:

Exploring Internal Communication Kevin Ruck,2022-06 This new fourth edition has been comprehensively updated to reflect the latest practices in internal communication Enriched with models tips and case studies this book is an indispensable tool for both students and practitioners alike *Exploring Internal Communication* Mr Kevin Ruck,2015-04-28 This third edition of *Exploring Internal Communication* includes new chapters on the history of internal communication the evolution of employee engagement the current state of practice change communication storytelling research and measurement an internal communication measurement dashboard intranet management and internal social media It argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously The book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement **Exploring Internal Communication** Kevin Ruck,2017-06-28 This third edition of *Exploring Internal Communication* includes new chapters on the history of internal communication the evolution of employee engagement the current state of practice change communication storytelling research and measurement an internal communication measurement dashboard intranet management and internal social media It argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously The book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement **Exploring Internal Communication** Pearson Education Limited,2012 **Exploring Internal Communication** Kevin Ruck,PR Academy,2011-11 *Exploring Internal Communication* Mr Kevin Ruck,2015-03-28 This third edition of *Exploring Internal Communication* includes new chapters on the history of internal communication the evolution of employee engagement the current state of practice change communication storytelling research and measurement an internal communication measurement dashboard intranet management and internal social media It argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously The book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement **Exploring Internal Communication** Kevin Ruck,2019-12-06 *Exploring Internal Communication* has long been the go to publication for internal communication public relations and human resources practitioners who want their practice to be grounded in research and guided by evidence based advice The new fourth edition has been comprehensively updated throughout to reflect the latest thinking in internal communication Notably the use of social media within organisations is explored in depth in recognition of the increasing integration of digital platforms A greater understanding of the different communication roles played by line managers and senior managers is emerging and this is reviewed to help managers understand what is expected of them and how to succeed as they communicate with

employees And the demands of channel management are becoming increasingly complex this edition helps practitioners negotiate this challenge Enriched with models tips and case studies this book is an indispensable tool for both students and practitioners alike Internal Communication and Employee Engagement Nance McCown, Linjuan Rita Men, Hua

Jiang, Hongmei Shen, 2023-04-25 This book aims to explore the connection between internal communication and employee engagement in both educational and business settings Through the collection of chapters contributed by leading public relations communication and management scholars as well as seasoned practitioners readers will gain new insights into current issues in internal communication and employee engagement through a series of real world case studies analyzing current issues and offering best practices in internal communication and employee engagement in specific industry and organization settings Learning outcomes and discussion questions for both classroom use and business strategizing round out each chapter providing a springboard to further inquiry research and initiative development in these intricately intertwined areas so crucial to employee satisfaction and organizational success This makes Internal Communications and Employee Engagement an ideal resource for the intended audience of scholars students internal communication managers and organizational leaders **Strategic Internal Communication** Susanne Dahlman, Mats Heide, 2020-10-27 What is

internal communication What role does it play in contemporary organizations What are the consequences of malfunctioning internal communication There are many aspects of internal communication work related social formal informal vertical horizontal between coworkers between coworkers and managers communication before and under organizational changes internal crisis communications and so forth We think of different forms of communication channels such as intranet staff magazines electronic billboards and internal television This book interconnects these different parts and emphasizes the strategic value and importance of internal communication We understand internal communication as an unused capital with a large potential for organizational success Further we understand internal communication as a basic prerequisite of organizations that is performed by all members of an organization managers coworkers and communication professionals Traditionally there has been too much emphasis on the work and function of communication professionals when internal communication is discussed but most of the communication value is actually produced by managers and coworkers However communication professionals are the communication experts in organizations that strategically facilitate the organization This book is based on a cooperation between Susanne Dahlman senior communication consultant and Mats Heide Professor in Strategic Communication at Lund University Hence this book has a unique approach that covers both practical and academic aspects of internal communication This book is a response to the demand for a book that covers the strategic aspects of internal communication in practice and as such is ideal reading for both practitioners and advanced students

Current Trends and Issues in Internal Communication Linjuan Rita Men, Ana Tkalac Verčič, 2021-09-28 This edited book delves into important current issues and trends in internal communication from a strategic communication perspective

It presents recent research findings theories best practices and cases in internal communication on a global scale The book discusses emerging and important long standing issues in depth including topics such as employee advocacy internal social media internal issue management and crisis communication employee activism purposeful communication leadership communication internal CSR communication cross cultural global internal communications internal communication and employee well being Within these topics the chapters address the function of internal communications in contemporary times the role of leaders how to integrate emerging technologies building an internal brand and measuring the effectiveness of internal communication This book will be a comprehensive source on internal communication especially on its new theoretical development related to the emerging issues and trends best practices and future directions for research and practice

(Re)discovering the Human Element in Public Relations and Communication Management in Unpredictable Times Natalia Rodríguez-Salcedo,Ángeles Moreno,Sabine Einwiller,Mónica Recalde,2023-02-01 Re discovering the Human Element in Public Relations and Communication Management in Unpredictable rethinks what it means to put the person at the center of the organization s decisions

Internal Communication and Employer Brands Ana Tkalac Verčič,Dejan Verčič,Anja Špoljarić,2022-11-04 This book proposes a model of internal communication based on empirical research to demonstrate how contemporary organizations strategize organize perform and measure it Internal communication is the management of communication between an organization and its members to inform motivate engage and cocreate meanings to make organizations more effective The book presents key concepts defining the successful implementation and execution of internal communication internal communication satisfaction employee engagement employer branding organizational support and psychological contract fulfillment Including an extensive literature review and informed by in depth interviews conducted with corporate communication directors and human resource management directors in 25 Croatian organizations the book uses original research to give practical guidance on internal communication best practices The book is an ideal resource for researchers and advanced students of public relations and corporate communication broadly and internal and employee communication specifically

Internal Communication Strategy Rachel Miller,2024-04-03 Getting internal communication right starts with having a clear strategy Internal Communication Strategy is your all in one guide to designing developing and delivering an effective internal communication strategy that will inspire and motivate your employees Written by award winning communications professional Rachel Miller and featuring key insights from companies such as Marks Spencer Hilton BBC and The Met Office this book covers not only how to develop and write an internal communication strategy but also how to practically implement it throughout your organization to create a shared understanding and vision With workplaces constantly evolving this book gives you a solid framework to return to when you need to refresh your strategy providing actionable guidance and inspirational insights throughout Drawing on the author s 20 years of experience it also tackles the key topics facing communicators today including communicating with neurodivergent

employees how to influence at C suite level the effect of hybrid working and how to measure the impact and prove the value of internal communication

Influential Internal Communication Jenni Field, 2021-04-03 Streamline your organization's communication for happier employees clients and customers with this powerful and practical methodology featuring insight from experts Simon Sinek and Bren Brown As the title suggests Influential Internal Communication proves just how influential internal communications IC is and the measurable impact it has on an organization's growth For many organizations IC often slips down the list of priorities when there are high pressure high stakes business situations to cope with This causes a sense of chaos and confusion within the organization that will eventually permeate to external customers and clients Influential Internal Communication presents a clear adaptable methodology that will help readers understand diagnose and fix their own communication challenges thereby transforming the chaos into calm Backed up with data and statistics from industry reports on workplace culture Influential Internal Communication is based on The Field Model and draws on research with CEO's some of the best insights into people organisations and chaos The theory is backed up with real world case studies showing how chaos can impact a range of organizations of varying size and industry Written by the 2020 President of the Chartered Institute of Public Relations CIPR Influential Internal Communication will streamline any organization's IC practices and help to drive engagement efficiency and profit across the board

Internal Communications Liam FitzPatrick, Klavs Valskov, 2014-08-03 Get internal communications right in your organization and the benefits are clear motivated staff better financial performance a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters Internal Communications explores what good practice in internal communications looks like providing a no nonsense step by step approach to devising an internal communications strategy Written by experts with extensive experience as consultants and in house leaders in the private public and not for profit sectors Internal Communications covers how to build an internal communications team and plan devise messages and decide which channels to use work with line managers and senior leaders research and evaluate internal communications and support change within an organization Supported by easy to follow models example explanations of the core theory and case studies it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization The book is also supported by online resources including slides for lecturers

Employees and Internal Social Media Vibeke Thøis Madsen, 2025-05-21 This book explores the benefits and challenges of employees communicating on internal social media ISM and how employee communication can develop and construct an organisation Drawing from the latest research the book identifies ISM's potential uses such as sharing knowledge and viewpoints and connecting across departments hierarchical levels and geographical distances It argues that ISM can pave the way to create participatory and multivocal communication that can involve and engage employees in a different way than other internal communication channels Further themes include strategic internal listening the importance of open communication and

communicative leadership and coworkership It features cases examples and practical instructions to tie research into practice This title is relevant to academics and practitioners in the fields of strategic communication and organisational communication

Leading the Listening Organisation Mike Pounsford, Kevin Ruck, Howard Krais, 2023-12-22 How organisations listen learn and adapt to their environment drives success and long term sustainability This book focuses on internal stakeholders and how employers can use the voice of their people to improve decision making innovation and performance It is about why listening to employees matters and how to do it well Leading the Listening Organisation reveals not just the practices and processes that underpin effective listening but also the leadership characteristics and mindsets necessary to create resilient organisations that feel fair to work in where people want to speak up and where new ideas can flourish It is based on extensive international research with leaders across over 500 organisations before during and after the pandemic The authors bring decades of international experience and expertise in communicating with employees across public private and third sector organisations Rich in practical tools processes and working frameworks and brought to life with case studies and insights from leaders and communicators this book provides a complete guide to understanding the barriers to and implementation plans for leading a listening organisation This comprehensive guide will resonate with leadership internal communications human resources and organisational development professionals

Research Handbook on Strategic Communication Jesper Falkheimer, Mats Heide, 2022-12-13 Strategic communication as a research field and a professional practice is becoming increasingly relevant for organizations Bringing together contributions from almost 60 leading international scholars this dynamic Research Handbook on Strategic Communication is a timely contribution to a vivid and developing academic field

Communicating Projects Ann Pilkington, 2016-05-23 Every programme and project manager knows that they need interaction and engagement to be truly effective but their understanding of what good communication looks like can vary All too often people are put into communication roles without the necessary skills or experience Whilst there are many texts on public relations and an increasing number on internal employee communication programme and project communication spans a number of disciplines and has its own requirements Communicating Projects gives programme and project communicators a framework for developing an effective strategy that goes well beyond inter programme project communication and looks at how to achieve behaviour change and even increase employee engagement through the process The book follows a best practice model for communication strategy development and planning The model is supplemented with vignettes that explore communication concepts in more detail for example employee engagement communication theory and persuasion At the same time the text follows the project lifecycle with the appropriate approaches for initiation development and delivery stages outlined If you accept the crucial role communication plays in securing project success then this book is a must have guide for any project manager or anyone tasked with stakeholder engagement

Successful Employee Communications Sue Dewhurst, Liam FitzPatrick, 2022-04-03

Communicating effectively is crucial to improving employee engagement organizational culture and performance Learn how to focus your time and resources to make the most positive difference to your organization and its people Successful Employee Communications explores how to help organizations work with purpose be better listeners and connect with employees who have higher expectations and new ways of working Easy to follow frameworks and checklists will help you conduct an internal communication audit develop and measure a communication plan work with difficult news and behaviour change and support leaders to be more effective communicators Written by leading PR and internal communications experts and packed with new case studies and updated content this second edition of Successful Employee Communications blends theory and practice sharing insights and lessons from global organizations including AB InBev Cambridge University Reckitt and the Organisation for Economic Co operation and Development OECD It is essential reading for anyone responsible for internal communication employee engagement organizational culture or employee experience in the new world of work

Decoding **Exploring Internal Communication**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Exploring Internal Communication**," a mesmerizing literary creation penned with a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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