

11 INTERNAL COMMUNICATIONS TRENDS FOR THE HYBRID WORKPLACE

More and more people are working from home at least part of the time. This means that internal communication is even more important than ever. It's essential that remote workers feel informed and included, and that they get the same messaging as those working in the office. Here are 11 hybrid workplace trends that you can learn from to and enact to be sure your workers stay connected to your culture wherever they are:



1 Realign business mission & strategies with the new environment. Make sure you IC and HR teams are involved in strategic planning. Employee engagement and EX has to be embedded in all facets of the business.

Equip your remote workforce with the tools & training they need to work from home.

Don't just buy hardware and set up VPNs. People need training, policies and guidance to be effective in the hybrid environment.



3 Deploy enterprise communication & collaboration apps like Microsoft Teams. Choose a platform that best meets your needs. Combine calendars, chat, projects and more into a single app.



4 Increase the use of intranets, chat apps & videoconferencing. Whether or not you use an enterprise app, you need to exploit all channels and publish a steady stream of information to keep people engaged.



5 Host virtual teambuilding & social programs to build community. People want comradery. Create opportunities for everyone to get together, no matter where they are.



6 Let employees choose how they want to receive communications. If people can use their preferred platform, they'll engage more often and more deeply. Be consistent across channels.



7 Publish goals, KPIs and data-driven messaging to keep people on track. Provide benchmarks. Let people know progress to goals, and provide meaningful, actionable feedback on a regular basis.



8 Mix content to support both business objectives and employee wellbeing. Hybrid workers can experience burnout. Focus on wellbeing to show empathy and provide solutions.



9 Offer more videos, podcasts & interactive media experiences. Stop push communications and start a dialog. The more participative a message, the more engaging it will be.



10 Increase & improve success measures for internal communications. Don't just measure reach. Check for understanding, and measure goals and outcomes. Use calls to action.



11 Encourage more feedback & participation in the communications process. Encourage lateral communication versus just top-down. Do surveys, and reward employee participation and feedback.



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