



motivosity

The Complete Guide to Effective Employee Communication



Employees need access to a library of resources throughout their journey at your business:

Onboarding
Documentation

Company
Policies

Company
Mission & Vision

Company
Goals

Benefits

Effective communication between the business and each employee is a problem many businesses face. It's a struggle to get messages out to all employees, send targeted communication to specific groups, and build a library of resources that employees might need to reference at various stages of their employee experience (e.g., onboarding documentation, company policies, benefits, etc.).

But effective communication between a business and employees is critical for a positive employee experience. When employees get clear communication from the business, it's easier for them to be more productive—helping the business be more profitable.

Businesses that have an effective communication strategy are [3.5x more likely](#) to outperform their competition. And leaders see the immediate benefits—the [top three benefits](#) of effective communication, according to management, include increased productivity (72%), increased customer satisfaction (63%), and increased employee confidence (60%).

In this guide, we'll walk through the top challenges businesses face as they try to implement business-to-employee communication, how to build a better strategy for this type of communication, what to look for in an employee intranet, and how an employee intranet can help the business and employee experience.

A lack of communication has the opposite effect—as much as **13% of an employee's day can be wasted** if there are communication inefficiencies.

How most businesses try to solve disjointed communication:

Email

Slack/
Microsoft Teams

Company
Meetings

Document
Repositories
(Google Drive
or Dropbox)

HRIS

The Top 3 Challenges with Business-to-Employee Communication

The need for business-to-employee communication is clear—the leadership team, HR, and other areas of the business need ways to connect with employees at a broad level, and sometimes at a department or team-specific level. But when most businesses try to implement a strategy to make this easy and effective, they run into three main challenges:

1. Disjointed communication

Too often, businesses use too many tools to communicate critical information, programs, and/or events to employees. These tools typically include platforms the organization has already implemented for team-to-team communications, like Slack or Microsoft Teams. Some rely on company meetings to distribute company-wide information and others organize all of their company messages into document repositories like Google Drive or Dropbox.

An HRIS is another common tactic—relying heavily on a place where employees go to manage HR-specific tasks. And most businesses use the oldest communication tool in the book—email. It's no surprise when emailed communication gets buried under the work employees are paid to engage with in their inbox.

The biggest problem with all of these tools: HR teams, leaders, operations, and IT personnel have to communicate the same information on several different platforms. And when the information is differentiated for specific teams, the manual effort to distribute critical messages increases even more. It's an inefficient use of time for everyone.

Why do these solutions create more disjointed communication? Information is scattered between multiple tools and buried under work in inboxes or tools meant to house work conversations.

How most businesses try to solve lackluster engagement:

**Slack/
Microsoft Teams**

Email

**Making a game
out of seeing new
information**

The bottom line: Employee communication, events, programs, and initiatives live in too many different places. Employees miss the information, ignore it, or they don't engage with it. And when employees aren't privy to key business communications, they can't connect to the overall mission and vision of the business, they can't show up or participate in team events or activities, they lose interest in bonding with their teammates, and so much more. Without a connected communication platform, employees can't be connected to the business.

2. Lackluster engagement

To boost employee engagement across the organization, many businesses create interest-related employee groups. This is a good idea, but when it's executed through tools like Slack, Microsoft Teams, or email, each group loses engagement quickly. These tools are productivity driven, not meant to capture the attention of employees for interest-related groups.

Some businesses look to gamification to improve engagement (within these productivity-driven tools) with business-related messages. Tactics like "respond with an emoji when you've seen this!" or "the first 5 people to respond win a prize!" sound like they're on the right path, but they don't reach the entire organization. These strategies only reward the same set of people who stay on top of every message in every platform they work in (or those that don't have a heavier workload and can read every message that gets delivered).

Why do these solutions create lackluster engagement? They deliver information in tools made to improve work efficiency, not promote engagement. Email threads get lengthy and reply-all emails bother everyone. Plus, information is siloed so it can easily be missed, buried, forgotten, hard to search for and find, inconsistent, and outdated.

The bottom line: It's hard to effectively communicate relevant information and announcements with employees in a way that actually works. Employees need to find out about new information, see it, and engage with it for communication to be effective.

**How most businesses
try to solve disconnection:**

**More
team
meetings**

**More
company
meetings**

**Email
announcements
and reminders**

**More
employee
programs**

3. Disconnected employees

Hybrid, remote, and dispersed work models make it even more difficult for businesses to build a connected workforce, let alone find a solution that can deliver better business -to-employee messages. It's simply hard to connect employees when they're spread out across the world, time zones, and work styles. Remote work vs. in-person work can make choosing the right tool or the delivery of messages challenging.

To combat this, most organizations implement more team meetings, increase the frequency of company meetings, add sweeteners or contests to increase engagement, and/or send out more emails with company announcements and reminders.

Why do these solutions create an even more disconnected workforce? Even when employees are in the same room for a meeting, the meeting isn't built to connect people beyond their connection to the work. Additional reminders sent via email, team meetings with announcements, and company all-hands meetings lack a critical piece of effective employee connection—personal engagement and an opportunity for employees to connect to one another on interests outside of work. Too often, too much emphasis is put on connecting in-person employees and it's difficult to filter out remote workers (making them feel even more out of the loop and overlooked, especially when it comes to any fun or culture-related activities).

The bottom line: It's difficult to build a great culture when employees are disconnected from one another and the voice of the company. It's hard for everyone to be on the same team, follow the same vision (and mission), and align their work to the business's goals if they aren't informed.

These top challenges create a recipe for deteriorating company culture and increased turnover. They can also lower eNPS scores, especially for employees that miss key information from the business or feel left out because they work remotely. All of this leads to increased costs to rehire positions when businesses have higher turnover, lower quality customer service when employees aren't engaged in their day-to-day work, and even damaged brand reputations, making it harder to find good talent and new customers.

A note about Slack and Microsoft Teams:

These tools are built for (and are better for) productivity communication, not employee engagement/communication. When work and social or company messages are embedded in the same tool, messages get lost and engagement is low. These messages compete against deadlines and fire drills that employees are paid to address. Plus, these tools were built first as productivity tools—meant to help with collaboration around projects—not as connection tools for business communication or employee engagement.

Wise business leaders focus on fostering an internal culture of happier, more connected employees so they stay longer, are more productive, treat customers better, and help recruit more great talent to the business.

When employees thrive, the business thrives too:



When employees are highly engaged, they are [21% more productive](#) than those with low engagement.



When employees feel like they belong at work, employers see a [56% increase](#) in job performance.



When teams are highly engaged, companies see [21% greater profitability](#).

How to Build Better Business-to-Employee Communication

It's easy for most businesses to see why the business needs a better strategy to communicate to employees. Sending out mass emails, interrupting Slack threads with announcements, and relying on printed flyers in the break room simply don't work. In order to build better business-to-employee communication, businesses need to focus on three key priorities:



1. Simplify communication

Train employees that there is one place to go for all company information. With a centralized place for communication, you can bring all messages about important employee benefits, programs, events, and more into one place. This will increase clarity and consistency for employees, simplify internal processes (and time savings), and make important information and resources easier for everyone to find. Plus, instead of responding to endless requests about the same question, you can point everyone to the same spot for all of their communication inquiries. What this looks like in practice:

Important information and resources are easier to find.

For new hires and tenured employees, the list of resources that need to be easily accessible is long. With one location for everything, it's fast and easy for employees to find what they need—no matter their start date.

Event information is sent to everyone that's invited to a specific event.

No more inviting remote employees to in-person events or excluding specific groups that need an invite to a specific activity. With a single location for all messages, communication can be personalized and sent out to the right groups. And all event information is in one place—not scattered in an inbox or a flyer that's printed in the break room.

Documents and messages are searchable.

Easy-to-find resources aren't easy-to-find if documents and messages aren't searchable. With the right platform, your centralized communication solution will also include a robust search feature so every employee can find what they're looking for when they need it.



2. Focus on engagement

To boost engagement with business-to-employee messages, it's imperative that you create clear and relevant communication. In a connected social environment, employees know they can go to this singular place to interact with other employees (on topics that aren't related to their workload). Employee-interest groups are all housed in the same platform so employees don't have to remember that the company sponsored book club is managed through email and hiking club announcements are sent via Slack—instead, all groups are run through the same platform and employees can easily find the groups they're connected to already (or want to join).

All of this leads back to a more engaged workforce—engaged with key programs, company announcements, activities, and events. Plus, when all of this is connected to rewards and recognition in the same platform, employees build even deeper bonds with each other and the business. What this looks like in practice:

More engagement for all of your programs.

When information about employee interest groups, your company blog, or people programs is easy-to-find, more employees can see it and participate. Employees should be able to see the groups they've already signed up for, company-wide information, and other programs that are available to them.

Event RSVPs increase.

If you make it easy for employees to engage with invites, your RSVPs will automatically increase. You'll get a more accurate headcount of who's coming to each event because employees will actually see and easily interact with each event message.

High engagement with peer-to-peer recognition.

When your centralized location for all company and HR-related messages is also embedded with peer-to-peer recognition, engagement increases. And the social sharing of recognition just boosts engagement even more (and it helps to build culture).



3. Keep people connected

Better business-to-employee communication also centers around keeping people connected. By giving employees the opportunity to participate in the groups and spaces that are relevant to them, you create social interactions that bond employees to each other and to the business. Employees can connect to others on new levels, helping to foster a connected, winning company culture where people want to stay longer and contribute more.

A social feed within the employee intranet can help achieve this goal. Employees see updates from the company and other employees and can then reply to those updates within the social feed. With a focus on keeping people connected, the business helps everyone feel connected—no matter what type of work they do or where they work—remote, hybrid, or full-time in-office. What this looks like in practice:

New hire groups feel welcomed immediately.

When new employees join the business, they're automatically placed into a new hire group, connected to other employees who start at the same time as them. This can help connect employees no matter their location or role—fostering better working relationships for everyone at the company.

Teams, departments, and cross-functional teams work better together.

By offering more ways for people to connect, working relationships get better across the organization. Groups can be created to connect immediate teams, departments, and even cross-functional teams so everyone learns more about who they're working with so they work with everyone better.

Employees connect to other like-minded employees.

With interest-based groups for movies, camping, travel, fitness, cooking, and more, employees can share their interests with other employees and build deeper connections, outside of work.



How a Social Employee Intranet Can Help Both the Business and the Employee Experience

Onboarding

With an employee intranet, the onboarding process is smooth and seamless. New hires immediately feel part of their teams and the culture. Plus, the business can announce new hires in every employee's announcement feed, giving team members a chance to welcome newcomers publicly. All onboarding documents and resources can be housed in the employee intranet and new hires can be trained that all future company announcements and communications will come from the same platform. And, to help new hires integrate even faster, onboarding can include an opportunity to join interest-related groups inside the employee intranet. This is a great way for new employees to connect immediately to other like-minded employees and feel like they belong.



Company news/announcements

An employee intranet can help the business get company news and announcements out to employees quickly and efficiently. And with a social employee intranet, everyone can see the relevant messages in their daily feed—along with any updates or comments from other employees.



This solution ensures everyone has access to the most up-to-date information in the same place—getting messages out of overflowing inboxes and productivity-driven solutions meant for day-to-day work. No more siloed communication based on your team or the tool you're using to get work done.

Company resources

A social employee intranet makes it easier for employees to get the information they need by linking or storing important resources and media files in one location. This library of information can be sorted by group, making navigation fast and easy.





With the right solution, HR leaders and management can compose articles, link to any file type, and draft, schedule, and archive resources to keep everything up-to-date. Plus, a robust search and find feature can help employees find what they need quickly—a company directory, specific groups, resources or documents, posts, announcements, events, and more.

Company events

With a social employee intranet, it's easier to get fast (and accurate) RSVPs by posting all company events on the same platform. With the right solution, you can plan and communicate employee events within the intranet for increased engagement and coordination. Administrators can manage participants, link to livestreams, add locations, set recurring events, and sync back to calendars to help encourage participation. From an employee perspective, it's easy to see what events they've responded to and any agenda items or notes they'll need to access.

Programs and group news

A social employee intranet connects employees to your company and to each other with social groups that are relevant to employee work needs, teams, location, common interests, and more. It's easy to create company, private, or community groups to send out group-specific messages, event invites, or link to resources.

With one place to run and manage all employee programs, the manual effort for HR and other leaders trends down immediately. It's easier to run programs for health and wellness, recognition and rewards, DEI, onboarding, learning and development, resilience training, personality typing and training, retention campaigns, and employee resource groups.

Employee-specific information

A social employee intranet is focused on getting everyone the information they need and reducing any noise or clutter in their inbox. Employees can see Suggested for You content and administrators can have more control over featured posts, pinning specific information or announcements, and scheduling posts in advance.

By choosing a solution that focuses on delivering relevant, employee-specific information, everyone wins. No more fielding the same questions and over and over from employees about events or resources—employees are more informed and engagement across the organization increases.



What to Look for in an Employee Intranet

The search for an employee intranet should include a list of features that will help your business improve business-to-employee communication and employee engagement with the business. Without these features, it's too easy to add another tool that won't boost connection, centralize communication, or make everyone's job easier.

Here's what to look for in an employee intranet built to help your business:

📍 One location for all employee information and programs

Look for a solution that consolidates all business-to-employee messages and information for company resources, programs, employee groups, an employee directory, and more.

📍 Communication from the business to employees

Look for a solution that centralizes communication in one place and makes it easy to connect to everyone with updates, event invites, resources, and more.

📍 Targeted communication to certain groups of employees

Look for a solution that can direct communication to specific groups within your organization, making it easy to send specific messages to the right people.

📍 Recognition and rewards/awards for good work

Look for a solution that integrates your employee recognition program with the employee intranet employees go to for all other company-based resources and information.

📍 Easy access to resources and documents

Look for a solution that makes it easy to find and access all company and HR-related documentation including onboarding resources, company policies, benefit information, etc.

📍 Engagement tracking

Look for a solution that offers engagement tracking so you can measure how many employees have seen and engaged with announcements, posts, event invites, and more.

📍 Social connection for everyone at the business

Look for a solution that integrates social connection with a centralized communication platform. With peer-to-peer recognition embedded into a social intranet, employees can stay connected to the business and to each other.

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"I'm a former CFO so I have that doubtful part of me; a skeptic if you will. When Motivosity was first presented to me by our HR team, I said 'we will give it a shot and see where it is.' Boy, was I wrong. The biggest impact Motivosity has for Deseret First Credit Union is engaging people on a deeper level, beyond individual teams or branches."

Shane London

CEO

Deseret First Credit Union

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"Making Motivosity a central part of our culture has increased our sense of community and helps our employees feel like they belong."

Cindy Gray

RN, CDP

ComForCare Home Care

Get the Social Intranet that Unifies Your Company

Boost the connection between employees and your business with an intranet built for more than just comms and docs. Designed to build camaraderie, bolster engagement, and strengthen your culture, Motivosity is the social intranet that makes communication easy and creates connection for everyone.

- ✔ **Create connection across teams and time zones**
- ✔ **Communicate information to employees faster and clearer**
- ✔ **Manage and automate all of your programs in one place**
- ✔ **Unite and motivate employees with consistent recognition**

Find out more about Motivosity

[Watch a Demo](#)

