

3 POSITIVE TRENDS IN INTERNAL COMMUNICATIONS

One of the most interesting aspects of our work at Tribe is being privy to the internal communications of so many different companies across a range of industries.

Over the past ten or twelve years, we've seen a number of trends move through our industry. In the early days of digital, we saw employee publications go from print to online (and back to print again, in many cases). Around the Recession, we saw difficult change management issues related to re-orgs and layoffs. And then there was the year nearly every company we spoke to was suddenly ready to ditch their static intranets used as document graveyards and replace them with social intranets.

Lately, we've noticed three trends that we find very positive for our industry.

1 *Vision and Values*

One of the most encouraging trends we're seeing is a renewed surge of interest in bringing the company vision and values to life for employees.

In the post-Recession years, and in fact until fairly recently, many companies we spoke with seemed to view this as a soft topic without clear business benefits. At Tribe, we believe our highest calling in internal communications is to help align employees with the company vision, and we're pleased to see it's a hot topic recently for so many companies.

2 *Non-Desk Employees*

Years ago, we once tried to convince the CEO of a large manufacturing company that it was important to communicate with employees in the mills, and not just those working in the corporate headquarters. His response: "I don't care about that. Where else are those folks going to find jobs around here?"

Lately, we haven't had to make that sell because internal communications professionals come to us with that hard-to-reach offline audience on their short list of priorities.

3 *Millennial Talent*

Another heartening trend we're seeing is less grumbling about those darn Millennials and more eagerness to adapt workplace communications to suit them. The need to attract and retain this generation of talent means more companies are getting over their fear of using employees' personal mobile devices for internal communications and are putting more emphasis on providing meaningful work.

Ironically, this is good for Boomers as well. They share Millennials' desire to find meaning in their jobs. And even your mother has a smartphone now.

Interested in working together?

We'd love to talk. Please reach out to:

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Tribe's experience includes work with some of the world's top brands.



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What does Tribe do?

Our core practice areas are:

- + Strategy and Measurement
- + Vision and Values
- + Internal Branding
- + Change Management
- + Recruiting and Retention
- + Training and Development

We also share our expertise through our industry magazine The Tribe Report, monthly Best Practices one-pagers and the GoodCompanyBlog.com.

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