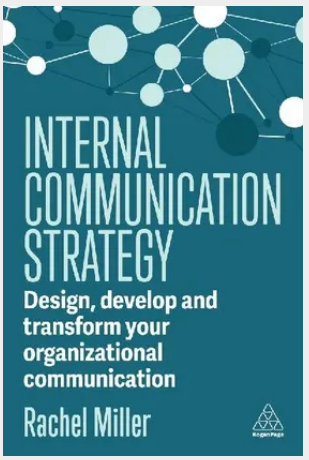
Miller

Internal Communication Strategy

Design, Develop and Transform Your Organizational Communication



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.

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