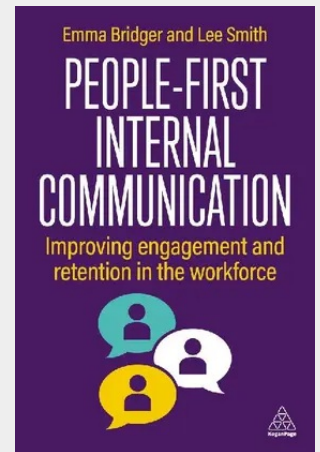


People-First Internal Communication

Improving Engagement and Retention in the Workforce

How can you reinvent internal communication to truly connect people and drive performance in the age of AI? *People-First Internal Communication* is a practical guide for internal communication managers, HR professionals and change leaders who want to transform employee engagement and build thriving workplace cultures. Written by **Emma Bridger** and **Lee Smith**, this book shows you how to design communication strategies that put people at the heart of every message and channel. With real-world examples from NATS, Bupa and the University of Leeds, it provides a clear roadmap for creating communication that matters. You'll learn how to: - Map communication journeys that align with employee needs and goals - Build empathy-based personas and design communication experiences that resonate - Apply data and AI tools to enhance personalization and insight - Strengthen belonging and culture through purpose-led messaging - Measure impact to demonstrate communication's strategic value Whether you're modernizing internal channels or leading large-scale transformation, ***People-First Internal Communication*** helps you move from information delivery to genuine connection, turning communication into a driver of engagement, innovation and lasting change. **Themes include:** *internal communication strategy, employee engagement, culture building, AI and communication, empathy-led leadership, organizational change*

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