Field

Influential Internal Communication

Streamline Your Corporate Communication to Drive Efficiency and Engagement



160,50 €
160,50 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Streamline your organization's communication for happier employees, clients and customers, with this powerful and practical methodology featuring insight from experts Simon Sinek and Brené Brown. As the title suggests, ***Influential Internal Communication*** proves just how influential internal communications (IC) is, and the measurable impact it has on an organization's growth. For many organizations, IC often slips down the list of priorities when there are high pressure, high stakes business situations to cope with. This causes a sense of chaos and confusion within the organization that will - eventually - permeate to external customers and clients. ***Influential Internal Communication*** presents a clear, adaptable methodology that will help readers understand, diagnose and fix their own communication challenges, thereby transforming the chaos into calm. Backed up with data and statistics from industry reports on workplace culture, ***Influential Internal Communication*** is based on The Field Model and draws on research with CEO's, some of the best insights into people, organisations and chaos. The theory is backed up with real world case studies, showing how chaos can impact a range of organizations of varying size and industry. Written by the 2020 President of the Chartered Institute of Public Relations (CIPR), ***Influential Internal Communication*** will streamline any organization's IC practices, and help to drive engagement, efficiency and profit across the board.

Streamline your organization's communication with the powerful and easy-to-follow methodology presented in this book, featuring insight from experts including Simon Sinek and Brené Brown. Better communication will mean better business practice company-wide as well as increased employee engagement, happier clients and customers, and stronger profits. As the title suggests, Influential Internal Communication proves just how influential internal communications (IC) is, and the measurable impact it has on an organization's growth. For many organizations, IC often slips down the list of priorities when there are high pressure, high stakes business situations to cope with. This causes a sense of chaos and confusion within the organization that will - eventually - permeate to external customers and clients. Influential Internal Communication presents a clear, adaptable methodology that will help readers understand, diagnose and fix their own communication challenges, thereby transforming the chaos into calm. Backed up with data and statistics from industry reports on workplace culture, Influential Internal Communication is based on The Field Model and draws on research with CEO's, some of the best insights into people, organisations and chaos. The theory is backed up with real world case studies, showing how chaos can impact a range of organizations of varying size and industry. Written by the 2020 President of the Chartered Institute of Public Relations (CIPR), Influential Internal Communication will streamline any organization's IC practices, and help to drive engagement, efficiency and profit across the board.

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