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Strategic Internal Communication: How to Build Employee Engagement and Performance

By David Cowan



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A 2012 State of the Sector survey compiled by Gatehouse, in conjunction with the Institute of Internal Communication, reveals that improving leadership communication has emerged as a top priority, with 60% of respondents naming it as their main focus over the next 12 months. While decisions made by management may be perfectly rational, poor communication can leave employees confused, worried or disinterested. This can directly impact the levels of engagement and performance across an organization.

Strategic Internal Communication offers a holistic approach to building engagement, performance and cultural integration. It looks at the relation between the traditional silos of internal organizational communication, HR and employee engagement and demonstrates how communication is a key factor in breaking down barriers. Using the Dialogue Box approach, an efficient framework for assessing the needs and impact of internal communications, it allows managers and leaders to understand the emotions of their company and how this links to the ways employees interpret events and information.



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Strategic Internal Communication: How to Build Employee Engagement and Performance By David Cowan **Bibliography**

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Editorial Review

Review

"Cowan's emphasis on attending to the feelings and experiences of all individuals in order to achieve effective internal communication is a welcome contribution."

(Lisa M Cuklanz *Professor and Chair, Communication Department, Boston College*)

"[C]ontains plenty of helpful insight for anyone who has responsibility for internal corporate communications."

(John Gibbs *Leading Business Books*)

About the Author

David Cowan is a communications advisor to global corporations, author and a visiting scholar at Boston College, USA. He has worked for numerous financial and industrial organizations, with over 25 years of experience, and he has written for many publications including the *Journal of Theological Studies*. He studied at Glasgow (UK), Oxford (UK) and St Andrews (UK), where he earned his PhD in the schools of Divinity and International Relations.

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