



Know Your Potential Consultancy Ltd

THE IMPACT OF EFFECTIVE COMMUNICATION



The Impact of Effective Communication

Effective communication may contribute to organizational success in many ways, it:

- Builds KYP employee morale, satisfaction, and engagement.
- Helps KYP employees understand the terms and conditions of their employment and drives their commitment and loyalty.
- Gives KYP employees a voice—an increasingly meaningful component of improving employees' satisfaction with their employer.
- Helps to lessen the chances for misunderstandings and potentially reduces grievances and lawsuits.
- Improves processes and procedures and ultimately creates greater efficiencies and reduces costs.



The Impact of Ineffective Communication

Ineffective communication may increase the chances for misunderstandings, damage relationships, break trust, and increase anger and hostility. Ineffective communication may stem from a poorly aligned strategy, a failure to execute the strategy, use of the wrong communication vehicle, bad timing, and even nuances such as word choice or tone of voice.



Building a Communication Strategy

KYP has developed a communication strategy, employers should begin by linking communication to the strategic plan, including the organization's mission, vision and values; its strategic goals and objectives; and its employment brand.

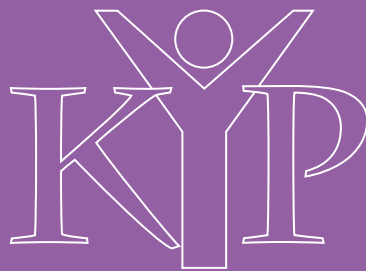
KYP Effective communication strategies:

- Safeguard credibility to establish loyalty and build trust.
- Maintain consistency to establish a strong employment brand.
- Listen to employees and to members of the leadership team.
- Seek input from all contractors on the levy.
- Provide feedback.
- Prepare KYP IQA /Assessors in their roles as leaders for service delivery.

A communication strategy includes the following elements:

- Highly effective strategies that are often top-down, with senior management setting the tone for a cascading series of messages.
- A process by which KYP staff evaluate any particular situation driving the need to communicate and from which key messages will emerge.
- A method for generating feedback and using it to shape follow-up messages.
- A customized delivery approach with communication materials that are easy to understand





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Anlgo House - Worcester Road - Stourport on Severn - Worcestershire - DY139AW

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