

Field Guide to Communication Down

The Energage Survey Statement

“I feel well-informed about important decisions at [this company].”

Survey Theme

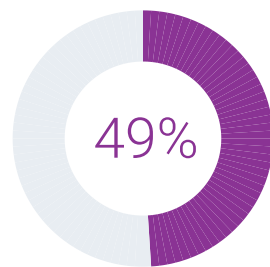
Connection

Why Communication Down Matters

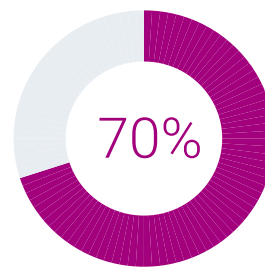
When employees feel included in important decisions, they'll feel like a true partner in the business – and they'll feel more connected as a result. When they're well informed and understand the reasoning behind change, they're more likely to align with the organization even if they don't totally agree with the methods.

Communicate important decisions effectively throughout the organization, from the top to the front line, to lay the groundwork for successful change. When done right, you'll notice most employees are receptive to modifications in the workplace. This is especially true if the changes were inspired by employee feedback!

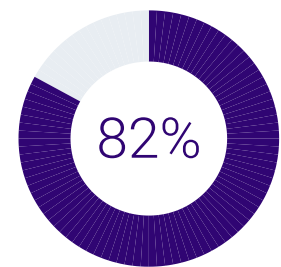
Communication Down at Top Workplaces vs. Average Organizations



Average Organizations



Top Workplaces



Top 10% Top Workplaces

Only 49% of employees at average organizations responded positively to the Communication Down statement on the [Energage Survey](#). But at Top Workplaces, this jumps to 70-82%.

How to Help

Quick Fixes

- Overcommunicate! Because different people have different communication styles, share information in as many ways as possible, and don't forget to share the "why."
- Check understanding on both sides. "What I heard was ..." "What can I clarify?"
- Quick documentation can do wonders for communication. Get it in writing!
- True communication is always a conversation. Make sure employees always have an avenue to provide feedback and get their concerns addressed.

Big Picture Plans

- Provide communication and active listening training for all managers and leaders.
- Make a habit of formalizing what you plan on sharing after leadership meetings.
- Implement [Energage Connect](#) to open a whole new channel for communication in both directions.
- Set aside time to decide how to communicate as well as what you communicate. A well-considered message can make a huge difference.

What to Watch for

- Often, people aren't sure what they are allowed to share, and default to under-communication. A little more transparency is usually helpful.
- Poor communication is a quick route to an "us vs. them" mentality, while clear communication helps create a "we" feeling.
- The most important thing to communicate is the reasoning behind decisions, even if you're not sure the audience will understand.
- Be sure to include all stakeholders in important decisions. There will be a lot more buy-in to decisions that people felt involved in making.
- Managers often communicate less in troubled times – when they should be communicating more. Encourage them to stay positive without "sugarcoating."

What
Communication
Down
Sounds Like

"There is so much communication within our company. I never feel out of the loop or not important enough to know what is happening in the company. Communication is key!"

"I appreciate that our leadership teams share their thinking around decisions, even when a conclusion has not yet been reached. Their openness and honesty is what makes the culture so remarkable."

"We're told when decisions are made, but more often than not, we're aware of what's happening beforehand. I can't imagine having to work for an organization that fails to inform its employees about company goals and major decisions."

"Given the structure of the company, I am amazed at the level of transparency and information flow down. I love that the company values this level of knowledge sharing."

"I value hearing about the progress each program is making and the successes of the clients. This helps me remember the importance of the work, and strive to keep making a difference in this world."