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# Internal Communication: Definition, Challenges and Top Reasons Why It's More Important than Ever



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*Building an **effective internal communication strategy** is a great way to make your workplace more productive, collaborative and engaged.*

**Internal communication** is the future of work. Whether you're growing a small or a large business, your [internal communication](#) has a direct impact on your company's success.

## Build a solid internal comms strategy with a right IC platform

[Request a demo](#)

The way you communicate with your employees has a tremendous impact on **[employee productivity](#), [teamwork](#), [employee experience](#), and ultimately [employee engagement](#).**

**44 percent of employees** feel that managers don't provide [clear information](#) about the company's vision and **72 percent of employees** don't have a full understanding of the company's strategy.



Source: [IBM](#)

So, what actually [internal communication](#) is and who should be responsible for crafting an [internal communication strategy](#)?

What are the **challenges** that most businesses are facing and why your internal communication should be your **top priority**? Let's find out!

# Internal Communication in a Nutshell

Internal communication (also known as IC) refers to a group of processes or tools that are responsible for **effective information flow** and **collaboration** among participants within an organization.

Internal communication involves communication between **top management**, **management** and **employees**.

An **open and transparent communication** is a great way to make sure your employees understand the company's [mission statement](#) and that everyone is aligned with the **company's values**. It also plays an important role in [breaking down organizational silos](#).

Related: [Company Values: Definition, Importance and Examples](#)

Your internal communication impacts **your business** in so many different ways including:

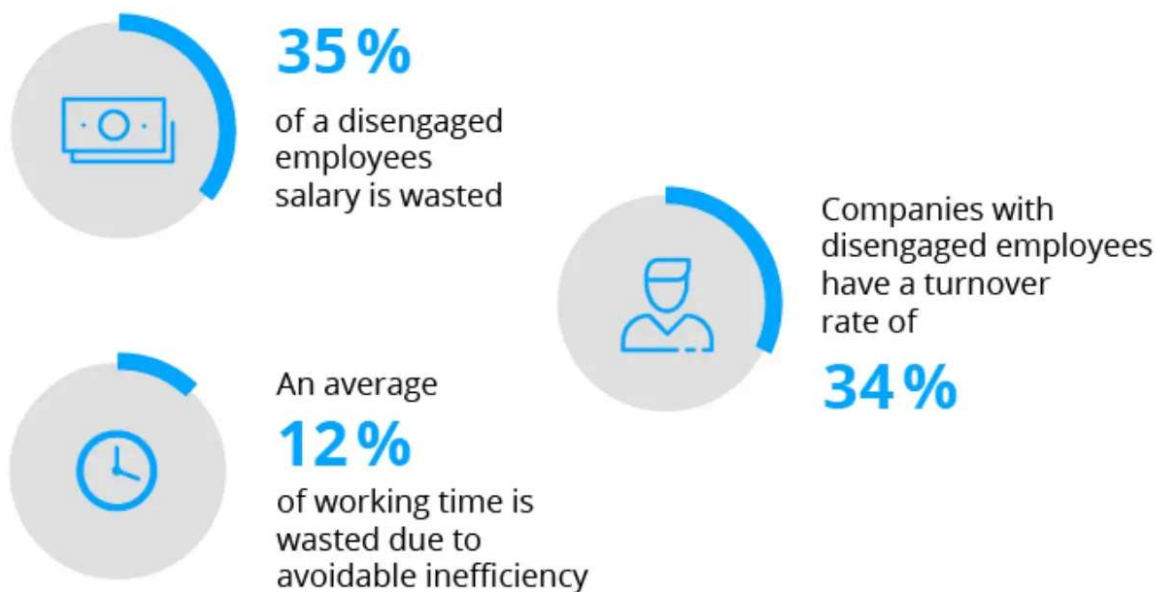
- Day-to-day operations
- Cross-departmental collaboration
- Strategic alignment within the company
- Leadership
- Employee motivation and productivity
- Customer service
- Innovation
- Employee experience

Company culture

Employee engagement

Employee retention

## Cost of poor communication to businesses:



Source: [Harvard Business Review](#)

The scope of IC function can span from disseminating organizational information to turning employees into **better communicators both internally and externally**.

Related: [4 Types of Content Employees Want to Share](#)

# Internal Communication Is Everyone's Responsibility

You've probably heard that in large organizations, the **internal communication department** is responsible for internal communication and that in small businesses, where there is usually no IC department, **HR** is in charge of the internal communication strategy.

However, your [internal communication](#) has a direct impact on your [business's health](#).

It also involves many different participants: **top management**, **managers** and **employees**. In that sense, IC doesn't involve only one department. It's everyone's responsibility.

Related: [Who is Responsible for Internal Communication?](#)

Everyone in your organization should feel responsible for your internal communication:

## The CEO develops the company's vision, goals and mission statement

To get employees excited about your vision, you'll need to find a way to engage them with your **content**.

Sending a **monthly newsletter** to your employees to inform them about company updates or your product roadmap is not the best way to get them on board! Instead, share [visual content](#) such as **infographics** or **videos** to inform and engage with your employees.