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Lack of credibility is the worst enemy for effective communication



Tina Skjalm

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Let's make it clear: Communication is not marketing. The worst enemy for effective communication is a lack of credibility made out of an aspiration to picture it perfect. 8 ways to avoid Comical Ali to move into your organisation.

Not seldom, has a communications specialist been asked to market something internally as well as externally. If you sugar coat the messages in the internal communication you end up risking your credibility. It should be obvious to any person that you cannot fool employees, as employees are just as clever as you are and follow the news flow in the external communication looking outside in on the company.

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In worst case, the person sugar coating can end up like Comical Ali – the former Iraqi Information Minister who got his nickname for his deadpan insistence that Iraqi forces were crushing the invading Americans during the Iraqi war.

8 ways to prevent Comical Ali to move into your organisation

- Be open and honest and tell all stories – even the negative ones
- Make it visible that you ask all the questions which the employees may have – also the critical ones
- Try also to replace the managers with employees when you choose spokes persons
- Let managers deliver the corporate messages in their own words at meetings. It can be aligned with the corporate strategy without being a copy paste using the same script and words
- Communicate in eye level with the employees
- Make mistakes visible the same way you celebrate success stories in the internal communication
- Be aware of how the company is perceived by employees as well as customers to ensure a certain degree of resemblance
- Make it visible in the internal communication if the company gets negative press coverage and explain, but do not exaggerate the explanation as employees will believe that there is something to it, after all.

With credible communication, you are more likely to create great ambassadors among the company's employees, because the company needs to be credible for employees to advocate.

Please share below how you ensure #credible
#InternalCommunication.

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Thanks [Alison McHarg](#) - and yes, you are right. I have to take a look at your update.

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Alison McHarg MSc • 3rd+

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Media, communications, PR and stakeholder management

I agree Tina - I posted an update myself today talking about trust, relationships and provenance. All of which you need to be respected and taken seriously in communications.

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