



TenStep Supplemental Paper

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Listen to Communicate!

To survive in today's competitive world, organizations will have to keep pace with the ever-changing business environment. Organizations take a risk each time HR communicates a new program or benefits information. The level of risk depends on both the accuracy of the information delivered and the employee's interpretation of that information.

Healthy communication is a two-way process between the service provider and the customer, whether internal or external. To avoid negative reaction to any communication, HR must actively involve employees and help them understand why the change is happening, its positive and negative effects, and how they can benefit from the change.

Suggestions for effective communication include:

- Clearly define and understand the purpose of communication.
- Target your communication to the intended audience by using terminology they are likely to understand.
- Pre-test important communication on employees who will give candid feedback.
- To help convey the message clearly and increase retention, use creative methods like stories, examples and pictures.
- To clarify and clear up any misunderstandings, ask employees to describe their understanding of the message.

For a healthy organizational environment, HR should adopt a proactive approach to provide superior employee communications - it should control information, be cost effective, and reduce the risk of litigation.