



Theoretical introduction to Hydroline Oy case.

Work Package 2

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Internal Communication

The problem of Hydroline case is connected to internal communications in the company. Effective internal communication is important for any company to function successfully. Employees should feel that they can easily communicate with their team members as well as upper management, because this contributes to productivity and overall results (1).

Clear and honest communication culture in a company is also an important motivational tool. It will encourage loyalty, as well as mutual trust and respect. People want to feel that their ideas are welcomed and considered, and this will positively affect staff retention, job satisfaction and customer service levels (2).

Benefits of good Internal Communication for SMEs

Having a clear internal communications strategy can offer many benefits to businesses (3).

- Increased productivity
- Higher probability of achieving organizational goals
- Ability to approach situations, problems or crises proactively
- More effective and responsive customer service
- Empowered employees who take stock in your organization
- A better workplace understanding of organizational values and purpose
- Smarter decision-making on all levels, reducing the need for micro-managing
- Reduced day-to-day conflict between team members
- Higher employee retention rates

Steps to Improve Internal Communication in SMEs

The following list includes actionable steps for improving internal communication (1):

1. Make company's Internal Information Accessible

Every organization has its own set of internal knowledge, or "sticky" information, that all employees come to understand. It can take time to learn how the company does things, from protocol for preparing client-facing documents to other types of best practices. Help employees learn this information faster by including it as a part of training and by creating internal documents to be used for reference.

2. Make the Mission and Vision Clear

Take the time to explain the company's values and mission, whether as part of corporate training or as a regular reminder to employees. When employees are unified in their understanding of the 2 company goals, they will be able to communicate with one another more effectively in order to reach them.

3. Strengthen Connections inside the company

Not only should communication be improved between team members who work together, but between employees and their managers. Managers who take the time to get to know their employees and are willing to listen to them will find it easier to communicate and keep direct reports on task. When employees feel that managers are able to address their individual or task concerns, they are more likely to feel connected.

4. Create Open Dialogue

Keep employees up-to-date on company changes, progress and future plans. Furthermore, allow employees to be involved in this discussion. Encourage questions and comments, and show that all ideas are welcome. Employees are more likely to communicate well when they feel they have a part in where the company is headed.

5. Encourage Information Sharing

Provide a platform for knowledge sharing. By having an opportunity to show what employees know, they will be eager to stay involved in this endeavor. Not only will this create more energy and purpose behind communication, but the sharing of valuable insights will be helpful to business.

6. Online Project Management Tools

There are many types of online tools that can be used to facilitate communication. These tools can help keep track of a project's progress so that everyone knows what is left to be done. While face-to-face communication is always important, online tools can aid in this process by saving time and helping to document the work.

7. Plan External Events to staff

Create opportunities for employees to meet outside of the work place. Nothing hinders communication more than when there are employees in the company who haven't truly met one another. Plan a party. This also can facilitate improved engagement and stronger communication.

More connections to the company case

In this particular case, problems on internal communication were mostly related to the issues of the connection inside the company, open dialogue and information sharing. For the company, openness and interactive information sharing across the whole personnel is essential for to find new ideas to improve their product development and production processes. Therefore, companies should create an open-minded community where personnel are encouraged to use their creative thinking and share their development ideas. (4)

To this topic, please read an additional research paper:

"The role of organizational culture and inner work life in motivating personnel" in annex (5).

Bibliography:

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