

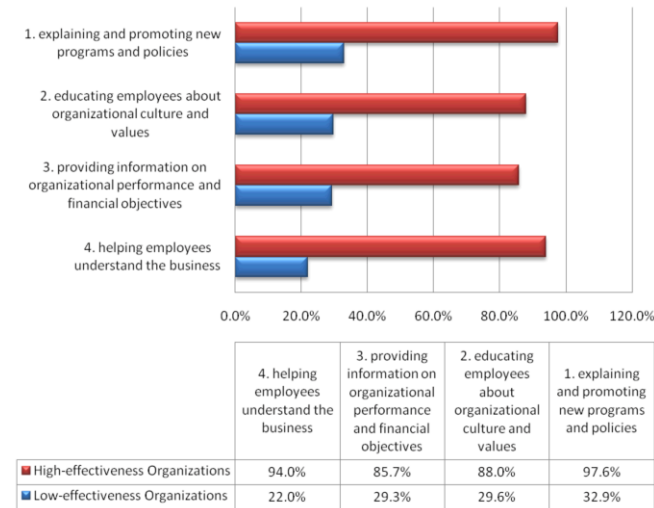
Capitalizing on the advantages of innovative communication The effects of signage on internal customers

Greater Efficiency – Safer, Happier employees - Higher profits

...they're three excellent reasons to ensure effective communication within an organization. Employees, often times referred to as the internal customers of a company - just like ordinary customers, have certain expectations. Internal customer service aimed at addressing the issues and requirements of employees does not only constitute a crucial element, but the very basis for business success & safety. Communication to employees is the key driver as it addresses the highly dynamic bandwidth of employer-employee relationships and strongly supports the engagement and motivation of the workforce.

Effective internal communication is the cornerstone of every organization and yet, the lack of it is regularly identified as the most common reason for problems, negligence, failure and accidents. The larger a business grows, and the longer it is around, the more challenging the mastery of communication becomes. The way your internal communication performs is directly result-related, and it has never been more important.

Figure 1.5: Top 4 most effective internal communication programs



Source: University of Alabama

Employees expect the company to guide them, to provide perspective and to lead the way, especially in safety. Messages of clarity, consistency and caution help to develop a deeper understanding and belief, which is then willingly put into action and lived by the entire team.

Companies that are highly effective communicators have employees that are healthy, motivated and innovative. These are the companies that are able to retain key talent, provide consistent value to customers and deliver financial performance.

Companies communicate the bigger picture and share important perspective and goals with their employees by

- Explaining and promoting new programs and policies
- Sharing organizational cultures, values and safety requirements.
- Providing feedback on performance and financial objectives
- Helping employees understand the business and their personal value
- Telling employees how their action affects internal and external customers

Employees feel valued, respected and part of a team, which creates

- A strong feeling of responsibility and focus on customer needs
- Identification with the organization
- Team efforts even across departmental barriers to achieve mutual goals
- Quicker adaptation to external changes
- A pleasant working atmosphere
- An openness that helps to integrate new employees quicker into the organization



The issue of safety in the workplace and the way in which you, the employer, communicate the safety needs and requirements to your employees is vital. Job safety is a requirement by law but the added impact of your expression of concern for the well-being of your employees is immeasurable. According to the Occupational Safety and Health Act, employers must furnish their employees with a workplace free from hazards. Keeping your employees informed and educated about safety issues benefits everyone. Now, digital signage can play a key role in the propagation of that information. It is by far the most engaging way to keep employees up to date.

Traditionally, communication takes place in many forms: Face-to-face conversations, phone calls, formal meetings, emails and memorandums.

While all of the above are well-suited mediums to convey important messages, they might not always be the ideal tools to use. Meetings, for example, can be a time consuming exercise depending on their structure and frequency. Employees that are asked to attend too many meetings within a certain time frame will start to resent them. It increases their pressure in terms of workload and deadlines, and the effects are often lowered attendance, reduced focus and a decline of valuable contributions as well as a potential increase in accidents.

Recognizing this, a number of organizations have now turned to a relatively new and innovative form of communication. They use dynamic LED display signs inside their organizations to get their messages across. The benefits are impressive. Without lengthy distractions, employees are now consistently informed and receive the precise message that was intended for them. With the information overload that has become an unavoidable part of a typical employee's workday, an eye-catching, to the point message now creates a much bigger impression. Internal signage is a powerful way to build awareness, gain support, provide credibility and promote safety. It can help to reinforce a healthy work environment, influence decisions and assist in communicating the company's direction.

"Companies that communicate with courage, innovation and discipline, especially during times of economic challenge and change, are more effective at engaging employees and achieving desired business results. Our research has consistently found the firms that communicate effectively with employees are also the best financial performers. Effective employee communication is a leading indicator of financial performance and a driver of employee engagement. Companies that are highly effective communicators had 47% higher total returns to shareholders over the last five years compared with firms that are the least effective communicators".

Reference: Tower Watson 2009/2010 Communication ROI study report: Capitalizing on effective communication www.towerswatson.com/research/670

Internal signage is an indispensable tool, considering that it is a communication channel that reaches and speaks to **every** employee.

A compelling message displayed on a LED sign can boost employee engagement during tough times, it can motivate by highlighting company goals that have been achieved, and let employees know that management indeed is aware and appreciative of their accomplishments and are focused on their well-being.

It can also be employed as a persuasive non-verbal communication tool. Light-Emitting Diode signs allow you to use your own video clips, animations, photos and graphics and enable you to deliver an attention-grabbing message 24 hours a day. A quality LED sign will provide unparalleled graphics and video capabilities that will set your organization apart and ensure that your internal communication gets noticed.

Safe, durable, easy to install and with low maintenance and an exceptional warranty, a vibrant LED display sign might be the innovative answer to getting your internal communication where it needs to be.

Stewart Signs is America's premier sign company for business signs, school signs, church signs, and military and municipal sign systems. Their outdoor and indoor LED signs, changeable letter marquee signs, identification signs and masonry-style signs are all backed by the best warranties in the industry and superior customer support.

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