

I'm not a robot

































makes their jobs feel important has plummeted, contributing to a plateau in employee engagement. When employees know how their work connects to a higher purpose in the organization, they feel more motivated and engaged in their work, leading to higher employee retention, productivity and customer satisfaction. "If you don't know why you're doing what you're doing, it generally results in a lack of trust, a lack of motivation and a lack of understanding," Margolis said. "We're motivated when we understand the bigger picture that we're striving for." Contributes to Positive Company Culture Communication is at the heart of a positive company culture. For example, more effectively communicating employee recognition can increase productivity while reducing safety incidents and absenteeism, according to a 2023 Gallup survey. When employees feel seen and heard, they have the psychological safety to share honest feedback and innovative ideas. They feel like they belong and are more likely to stay and make the company a great place to work for future employees. Efection Communication in Different Types of Workplaces Companies using non-traditional work models must adapt their communication strategies accordingly. Here are a few tips for employees to effectively communicate within hybrid, remote and distributed teams. Hybrid Workplace Communication Use project management tools to help teammates manage tasks and workflows. Hold occasional in-person team meetings and activities, so employees can become more comfortable around each other. Provide an accessible method for all employees to keep up with company happenings, like company-wide meetings or an organizational newsletter. Remote Workplace Communication Use messaging apps to maintain open lines of communication. Meet with each team member one-on-one at least once a week to provide a regular space for addressing lingering questions or concerns. Hold virtual team activities to give remote employees time to get to know each other in a more casual context. Distributed Workplace Communication Schedule team meetings within regular work hours for employees across all time zones. Prioritize asynchronous communication with meeting recordings, messaging platforms and company policy documents. Hold cultural sensitivity training for internationally distributed teams to address cultural and linguistic differences. Barriers to Effective Communication Many obstacles can get in the way of effective communication, depending on the situation and workplace model. These are some of the most common challenges to watch out for: Different communication styles: Two employees may have distinct communication styles, requiring them to adjust their approaches. Physical distance: Remote work means less in-person communication, so teams need to use video platforms, messaging apps and other tools to stay in touch. Power dynamics: Employees may lack trust in leadership and feel uncomfortable bringing up issues, stifling the flow of ideas. Organizational structure: Companies may become too large or be set up in a way that makes it harder for employees to communicate within and across teams. Information overload: Remote-heavy teams may face too many meetings and messages, suffering from issues like Zoom fatigue. Cultural differences: International teams may need to navigate different languages, mannerisms and customs. Wrong communication channels: A communication channel may fail to meet the needs of team members or a company's particular work model. Personal emotions: Workplace conflicts, introverted tendencies, stress and other emotional barriers may impact individuals' ability to communicate. Communication is important because it can help align teams around a shared goal. It's also critical for collaboration, as effective communication is needed to coordinate efforts, share ideas, build relationships and prevent misunderstandings. To communicate effectively, leaders should think about the format and audience of their message. They should also be clear and concise, practice active listening, be transparent, have one-on-one conversations, show appreciation and offer and receive feedback.