

Employee Communication Trends for 2022

1

Employee recognition takes the spotlight.

- A record 4.3 million employees have left their jobs during the Great Resignation, largely due to burnout and feeling underappreciated.
- **31% lower voluntary turnover** in companies who have employee recognition programs.



BLUE TIP: Consistently recognize employees' efforts and celebrate their achievements. Present any awards in a timely and heartfelt manner.

2

Company leadership is taking an active role in communicating with employees.

- **85% of employees** feel more motivated when leadership offers regular updates on company news, which leads to higher levels of engagement and retention.
- Employees are looking for a transparent feedback culture from company leadership. With only **30% of employees** feeling their opinions are valued, the opportunity for growth in this area is tremendous.

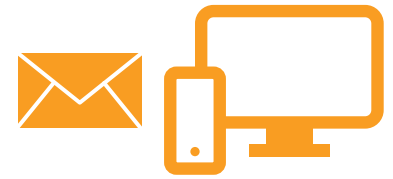


BLUE TIP: Choose a method, such as video, social media posts or Q&A sessions, that matches the CEO's style and consistently communicate with employees. Keep the messages short and impactful and be genuine and transparent.

3

Employers meet employees on their turf through a variety of communication channels.

- Employees today expect immediate and personal communication. By using a variety of tools and modes of communication, both digital and print, companies can connect with their workforce in ways that recognize the diversity of learners and offer accessibility to information.



BLUE TIP: Survey your organization to see which channels of communication are most effective for your workforce and then build a communication strategy that optimizes employee experience.

4

Internal influencers drive higher engagement among colleagues.

- Finding the influencers among an organization and giving them a platform for certain topics, such as well-being or company culture, enhances employee engagement.
- The **five most influential people** in a workforce can reach more than double the amount of people a five-person leadership team can.

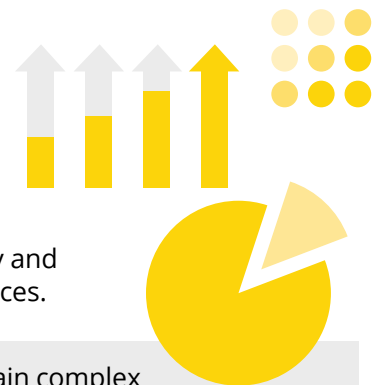


BLUE TIP: Ask employees to share the names of colleagues they trust and go to with questions. Recruit these influencers to support company initiatives, advocate for organizational change and openly share feedback to improve work culture.

5

Visual communication continues to reign supreme.

- According to the Harvard Business Review Analytic Services, some of the top benefits of leveraging visual communication technologies include enhanced collaboration among employees and teams, increased efficiency and productivity and creating trust between business leaders and their audiences.



BLUE TIP: Create infographics to share important information and explain complex concepts. Employees can take in more information quickly when it is presented visually.

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