



# Maximizing Internal Communication

*Paul Barton ABC*

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**Maximizing Internal Communication** Paul Barton ABC

**FINALLY: How to Get Through to Employees**

Employees today are drowning in information but thirsting for clarity and purpose. With the right internal communications strategies and best practices, you can create a highly effective internal communications program and engage employees in your organization's success.

**This books shows you how to:**

- Create tools to stay on time, on budget and on brand.
- Choose the right communication channels to reach and engage employees.
- Craft strategic communication plans that produce results that matter.
- Find an authentic and credible organizational tone that inspires employees.
- Promote employee benefits so offerings are used appropriately and valued highly.
- Use effective crisis communications so your organization recovers quickly.
- Lead successful initiatives to ensure change is adopted quickly.
- Evaluate your communication efforts and measure employee engagement.

If you are an internal communications, human resources, public relations or business communication professional, let this book show you how to turn heads, win hearts, engage employees and get results.

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