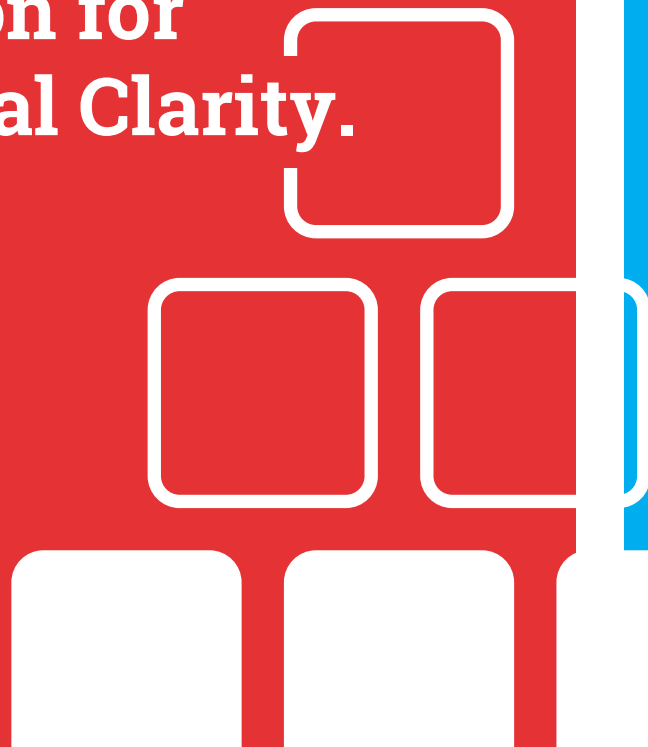


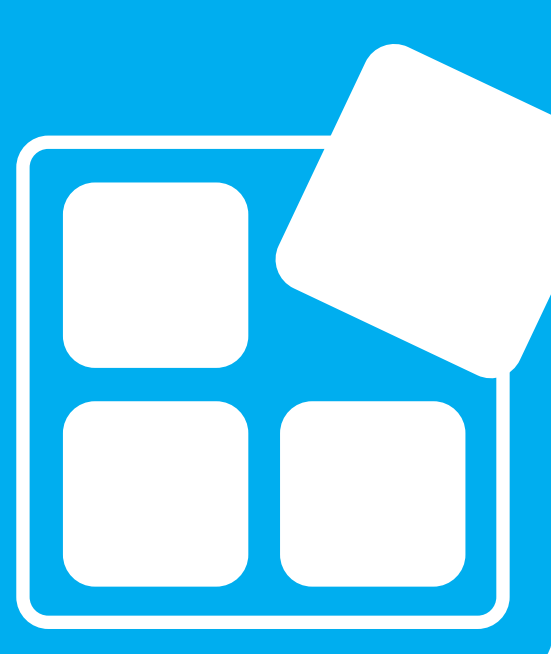
10 Ways to Improve Organizational Clarity and Drive Performance

Based on a study by the Institute for Public Relations Commission on Organizational Communication

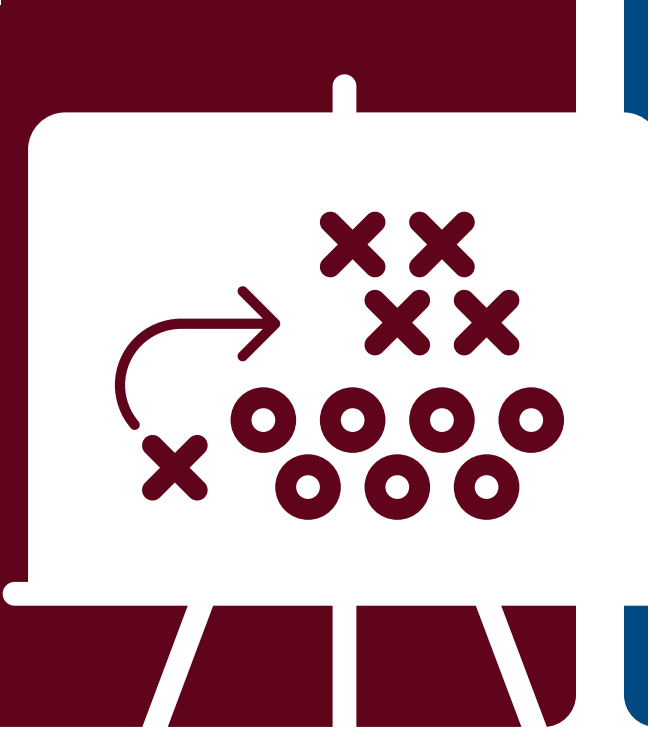
1 Understanding employee interests and perceptions are the foundation for Organizational Clarity.



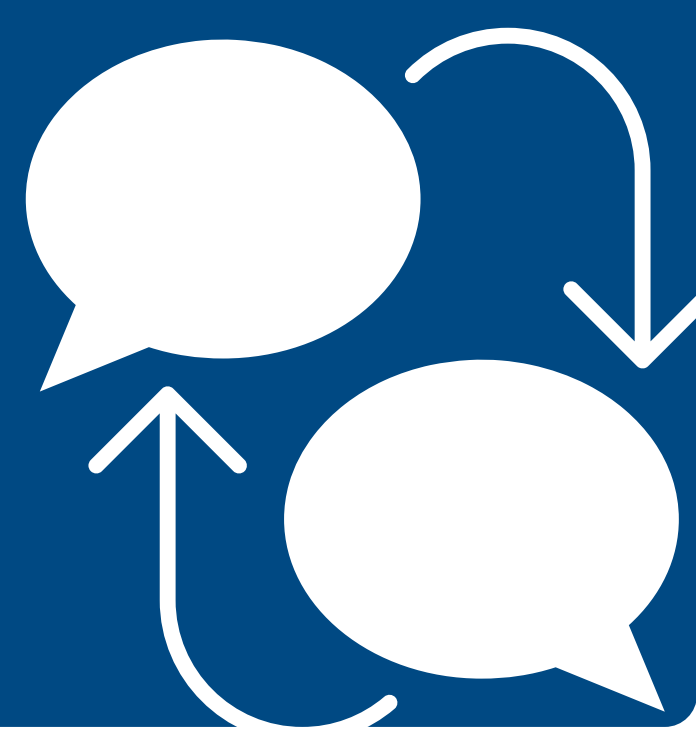
2 Internal communications should not be treated as a one-size-fits-all proposition.



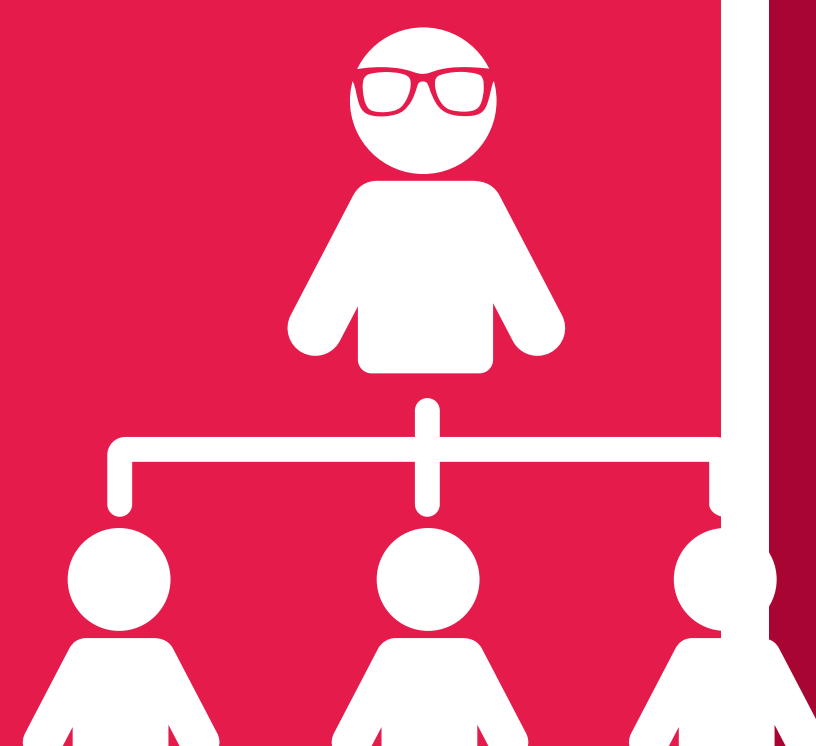
3 Strategy and content must connect to employees and their expectations.



4 Creating ongoing conversations with employees is important.



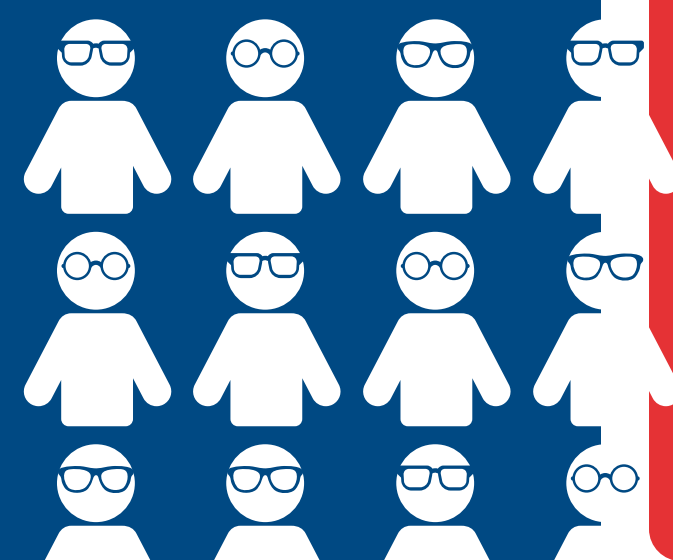
5 Strategy alignment and Organizational Clarity starts at the top.



6 Listening and encouraging discussion helps instill trust and confidence.



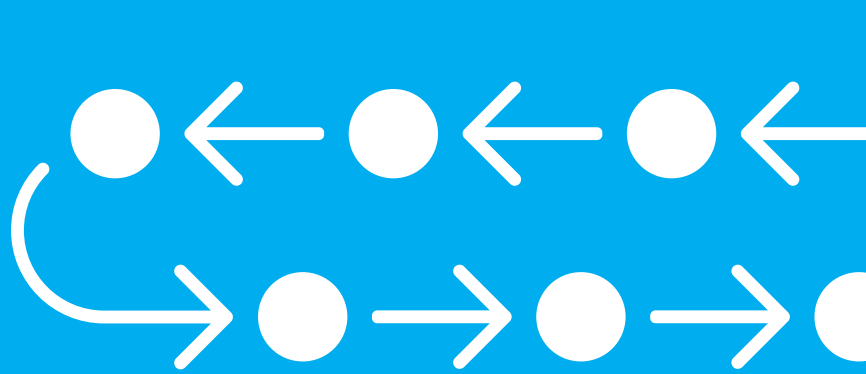
7 Strategy and Organizational Clarity come together when employees can align with organization's behavior.



8 The organizational "voice" should evolve from one of "telling" to "facilitating" where employees learn, engage, and query.



9 Employees, often inundated with information, rely on the organization's behavior to connect the dots for them on vision, strategy and direction.



Read the full paper online at www.instituteforpr.org/organizational-clarity-case-workforce-alignment-belief



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and provides the basis for the organization's professional conferences and events.

10 To be heard, the organization's "voice" must evolve with consumer reality.



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