

Internal communication in times of crisis

Advantages of an appropriate internal communication

For leaders and managers

- Lessen the mental load caused by uncertainty
- Avoid energy loss due to poorly managed communication
- Address even the questions for which no answer is known yet in an open and credible way
- Offer reassurance when everything is uncertain
- Strengthen the feeling of belonging to the company
- Reboost motivation and performance
- Strengthen the social links amongst colleagues and partners
- Avoid rumours
- Express the corporate values
- Strengthen the corporate image and generate trust in the leadership
- Prevent psychosocial risks

10 Recommendations

For leaders, managers and internal communication managers

- Be present on the information level
- Define a clear line of communication
- Communicate even if there is no new information
- Name an official corporate information source
- Schedule regular information updates, and spread the timetable
- Regularly repeat key information
- Express empathy in front of difficulties
- Use various information channels : oral, visual, kinaesthetic
- Communicate in an honest manner, even regarding your ignorance

