

Business Aviation Best Practices Series



INTERNAL COMMUNICATION

Best Practice	Elements
Communication must begin with leadership intent and guidance	<ul style="list-style-type: none"> • Communication should live at the core of company values. • Leadership should set communication plans at priority levels comparable to those of operations and finance. • Base desired objectives on the organizational plan. • Link actions and words to these objectives.
Prevent information overload for overburdened employees.	<ul style="list-style-type: none"> • Identify the audience. • Set the proper message content and tone. • Identify best channel for communication with internal stakeholders. • Assess strategy in relation to other organizational initiatives.
Recognize and overcome most likely obstacles	<ul style="list-style-type: none"> • Establish alignment within company priorities. • Evaluate barriers to effective (e.g. budgetary, technological, audience). • Create workarounds or alternatives.
Strategy creates employee understanding and acceptance	<ul style="list-style-type: none"> • Elicit feedback channels to gauge employee acceptance. • Seek out key concerns or fears. • Involve employees in the process.