

GOOD COMMUNICATION
IS GOOD BUSINESS:
THE BOTTOM-LINE VALUE
OF STRATEGIC
COMMUNICATION



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“The single biggest problem in communication is the illusion that it has taken place.”

– George Bernard Shaw

WHAT I WILL COVER TODAY



THE COST OF POOR COMMUNICATION



Poor workplace
communication
wastes up to 57% of
salaries.

Source: Microsoft 2023 Work Trend Index: Annual Report

Are you lonely?

Tired of working on your own?
Do you hate making decisions?

JUST HOLD A MEETING!

You can:

- See people
- Show charts
- Feel important
- Point with a stick
- Eat donuts
- Impress your colleagues

MEETINGS

THE PRACTICAL ALTERNATIVE
TO WORK



ALL ON
COMPANY TIME!



THE TOP 5 OBSTACLES TO PRODUCTIVITY

- 5 Not easily finding the information I need
- 4 Feeling uninspired
- 3 Having too many meetings
- 2 Lacking clear goals
- 1 Having inefficient meetings

Source: Microsoft 2023 Work Trend Index: Annual Report

A MASSIVE RETENTION RISK

Salary waste

55% of workers lose up to two hours each day clarifying details they need to do their jobs



Alignment breakdown

Only 14% of workers feel entirely aligned with business goals

Retention risk

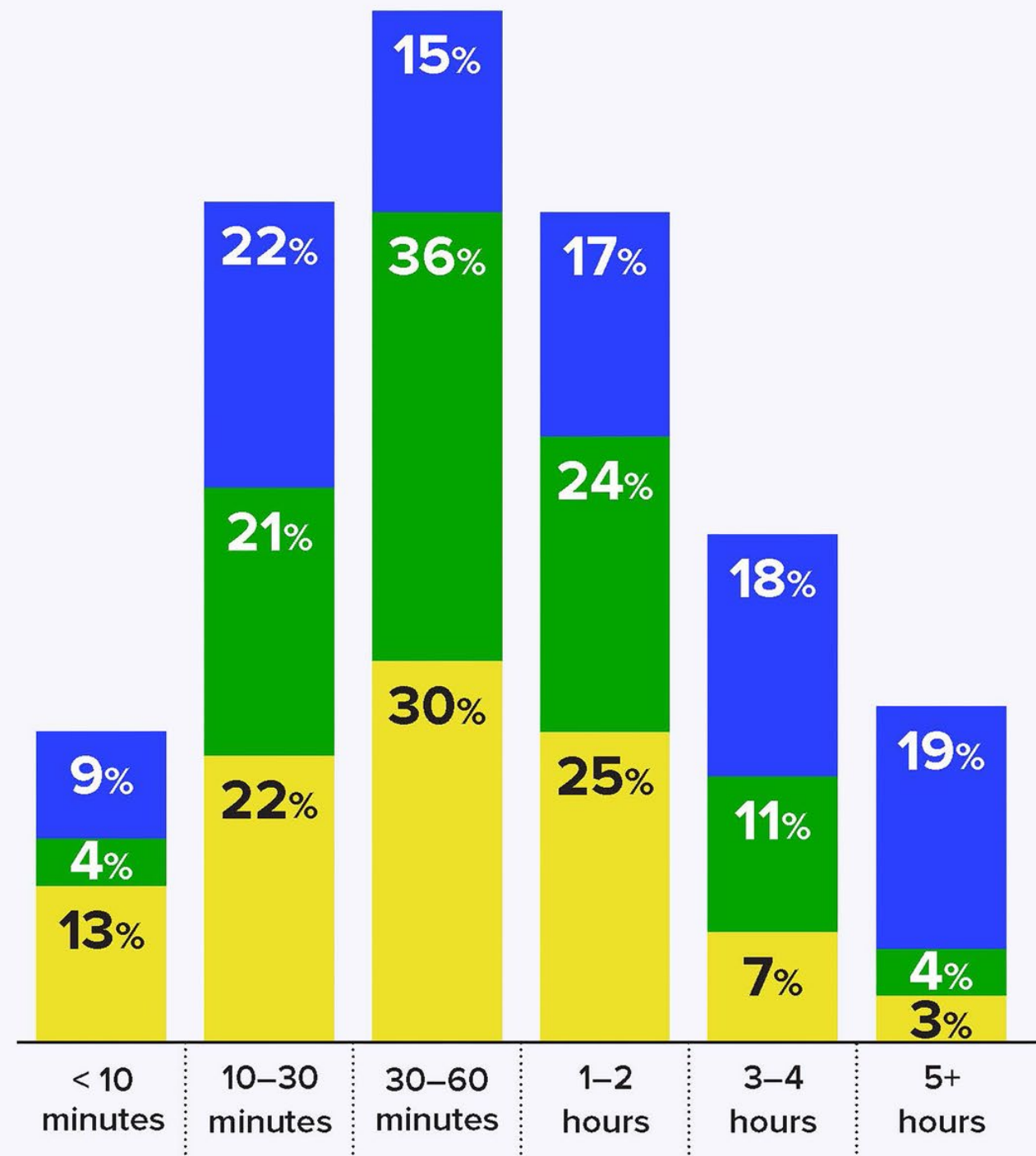
49% of workers who don't feel aligned are planning to leave their jobs within two years

Executive distraction

48% of C-level leaders have to get more involved in projects than they typically should

How much time do you spend each day dealing with the impacts of ineffective communication?

● Employees ● VP or Senior leader ● C-suite, President, or Owner



THE TIME THAT'S GETTING LOST

“A lack of clarity can halt our progress, as our employees spend more time questioning than executing.”

Source: 2024 State of Internal Communications, Axios HQ

“The cost of poor communication within our organisation is not just a matter of dollars and cents—it’s measured in the hours our team spends clarifying ambiguous messages, the opportunities missed due to misalignment, and the erosion of trust that could've been prevented with clearer dialogue.”

THE MONEY THAT’S BEING WASTED

Source: 2024 State of Internal Communications, Axios HQ

The cost of ineffective communications across an organization

Annual salary	Average hours lost per year, per employee	Average salary lost per year, per employee
\$10,000 – \$50,000	277 hours	\$3,900
\$50,000 – \$100,000	282 hours	\$10,140
\$100,000 – \$150,000	368 hours	\$22,360
\$150,000 – \$200,000	390 hours	\$32,760
\$200,000+	507 hours	\$54,860

As a leader, what direct results have you seen from ineffective internal communication?

● C-suite, President, or Owner ● VP or Senior leader



THE ADDED DRAIN ON SENIOR LEADERS

“It’s getting harder to pay attention to anything — let alone what matters most.”

Source: 2024 State of Internal Communications, Axios HQ

THE
TRANSFORMATIVE
POWER OF
STRATEGIC
COMMUNICATION

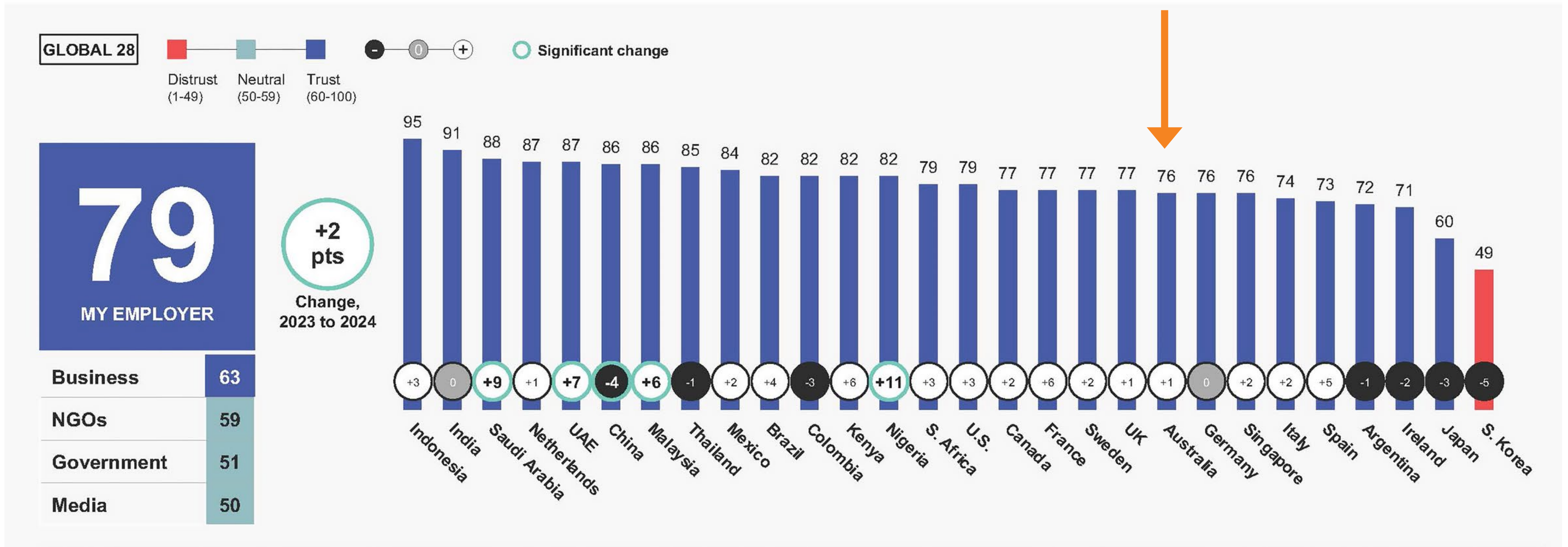


The background features a vibrant, abstract design. The top half is dominated by a large, semi-circular shape filled with a dark red and orange gradient. Within this shape, there are intricate, glowing patterns of light, including wavy lines and numerous small, bright particles that create a sense of dynamic movement and energy. The bottom half of the image is a solid, bright blue color, which provides a high-contrast backdrop for the white text.

Strategic communication is at the heart of organisational success — it's the blood flow that keeps the corporate body alive and functioning.

MY EMPLOYER THE MOST TRUSTED IN 27 OF 28 COUNTRIES

Percent trust



2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. "Your employer" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



THE BOTTOM-LINE IMPACT OF STRATEGIC COMMUNICATION



As a leader, what direct results have you seen from effective internal communication?



EFFECTIVE COMMUNICATION IS YOUR ANCHOR

“Effective communication is the bridge that connects our strategy with our actions, aligning our teams and propelling our vision forward.”

The four enablers of employee engagement



Engaging managers

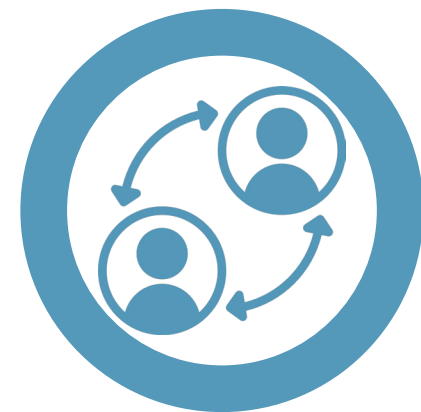


Organisational integrity

Employee voice



Strategic narrative



THE BOTTOM-LINE IMPACT OF STRATEGIC COMMUNICATION



HOW YOU CAN
CONTRIBUTE TO A
COMMUNICATION
REVOLUTION IN YOUR
ORGANISATION





“Reverse the way you think about communicating.”

– James VandeHei, co-founder and CEO, Axios



THE TOP 5 COMMUNICATION ISSUES

A cluttered communication environment

Little to no employee voice

Misaligned communication

Lack of change communication

People leaders are underused



LEADERS ARE IMPORTANT TO THE FORMULA

Shape culture

Lead change

Motivate teams

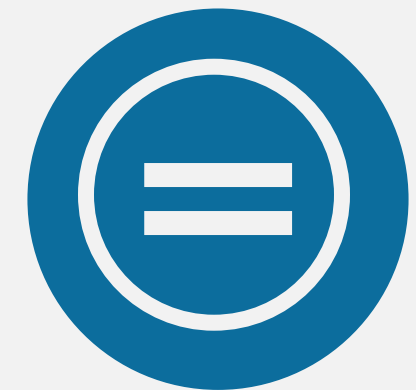


OF GOOD COMMUNICATION

Improve safety
and productivity

Achieve purpose
and strategy

Minimise
rumours



WHERE SHOULD WE START?



Source: The Manager's Communication Model by Roger D'Aprix (1996)



WHAT EMPLOYEES NEED

1. What is my job?

2. How am I doing?

3. Does anyone care?

4. How is my unit doing?

5. Where are we heading?

6. How can I help?

WHAT LEADERS NEED TO PROVIDE

Role clarity, performance expectations and measures of success

Candid performance feedback and coaching

Opportunities to recognise employee accomplishments

Information about what's happening within the team and the business unit

Vision, mission and strategy of the organisation

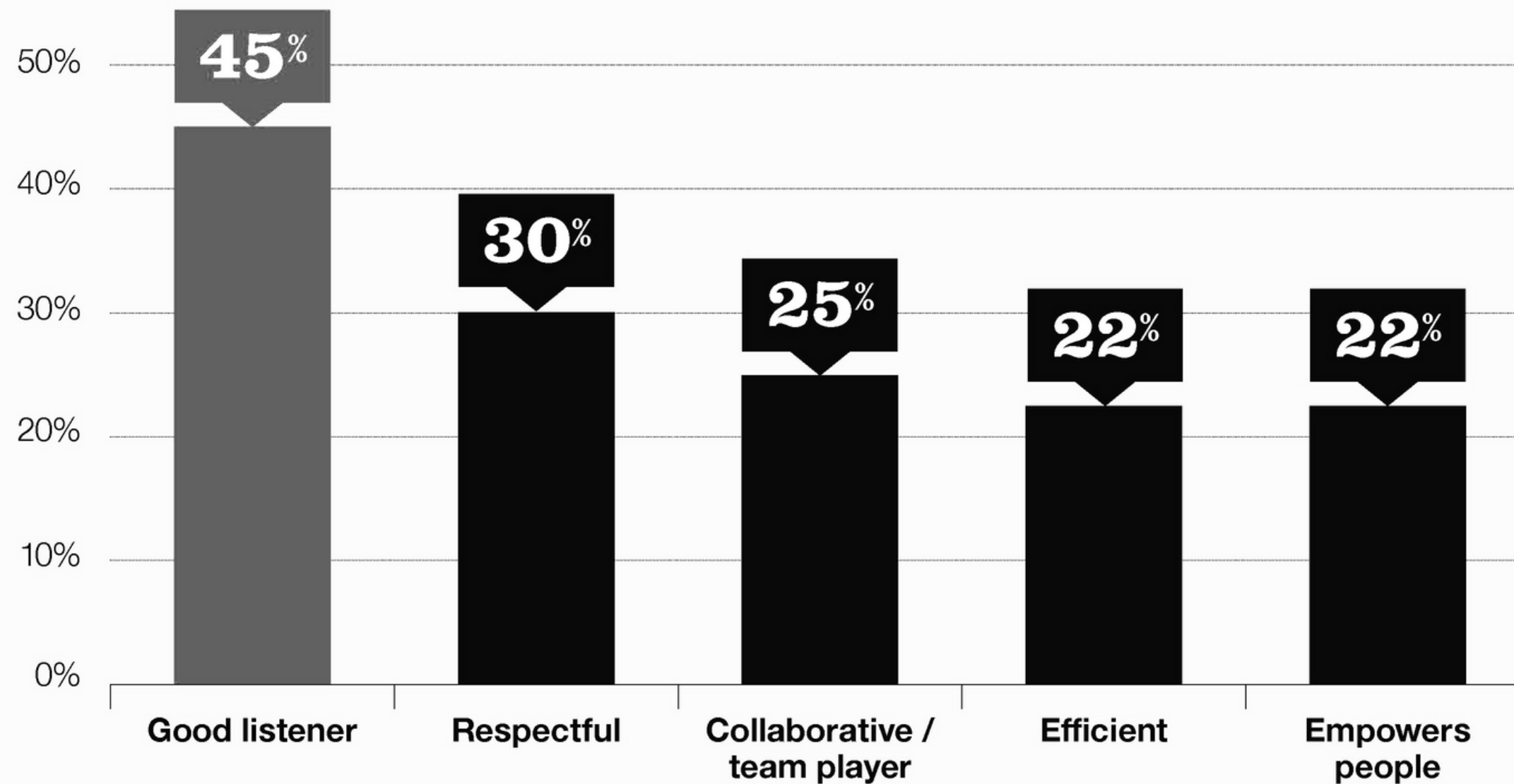
Empower employees to take actions that align with business objectives



ARE YOU A GOOD LISTENER?

Meet the new **dream leader**

We asked people to select the **top three qualities** their dream boss would have (ranking is % of respondents selecting that option).



Source: The Work Project: Listening (2023)

“The people out on the frontline, they know when things are not going right, and they know when things need to be improved. And if you listen to them, you can soon improve all those niggly things which turns an average company into an exceptional company.”

– Richard Branson





Do a pulse check on your organisation

1. How aligned your people feel.
2. Critical updates they need.
3. Channel preferences.
4. Ask for ideas about communication.
5. Feedback on your effectiveness.

THANK
YOU

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