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WORKPLACE & INTERNAL COMMUNICATION TRENDS

How today's changing business landscape is influencing the way we communicate at work

WORKPLACE TRENDS

1 MULTIPLE GENERATIONS WORKING TOGETHER

By 2020, there will be

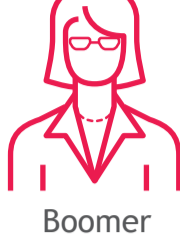
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generations working together

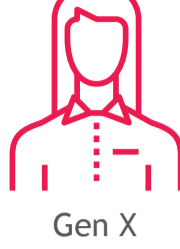
www.shrm.org



Traditionalist



Boomer



Gen X



Gen Y



Millennial



By 2020,

3 in 4

employees worldwide will be millennials

www.shrm.org

2 DESKLESS EMPLOYEES ARE ON THE RISE

3 in 4

employees are not behind a desk

www.eyo.net



45%

of deskless employees have no access to the intranet at work and are not receiving enough company communication

www.eyo.net

It's not about if organizations should deploy communication technology, it's about how. Trends in internal communication are greatly influenced by the changing workplace environment.

COMMUNICATION TRENDS

3 BETTER VISUAL COMMUNICATION

Communicators will ramp up their visual communication efforts to mirror the consumer apps we use everyday

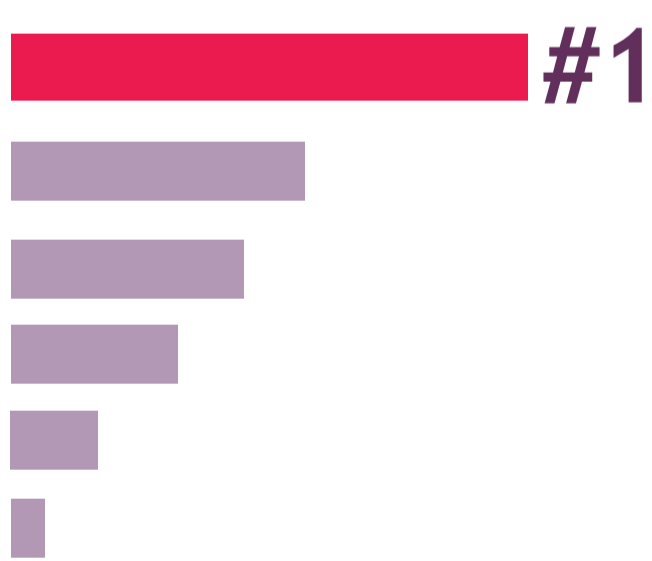


4 MOBILE AS A PRIMARY SOURCE OF COMMUNICATION

84%

internal communication & HR leaders said that increasing employee engagement was a primary business objective

Dimensional Research



5 EMPLOYEE ENGAGEMENT AS A BUSINESS STRATEGY

Mobile communication will become the top communication method for many companies



6 COMMUNICATORS WILL NEED TO PROVE ROI



Internal communication professionals now need a robust metrics system to prove the ROI of their work

CONCLUSION

The modern employee wants to be engaged with authentic, meaningful content. To win the battle for your employees' attention, you will need to adapt and deploy communications technology that enables you to reach all employees with engaging content.

ABOUT SOCIALCHORUS

HR and Communication leaders rely on our platform to give all employees the news and information they need to thrive. SocialChorus is the only employee communication platform for complex, distributed workforces. Everyday our platform allows leaders to reach everyone in their enterprises wherever and however they consume news and information. Employees using SocialChorus are more engaged, informed and connected.