

# The Hidden Effects of Miscommunication on Workplace Morale

You may be surprised by how strongly workplace communication influences your bottom line. From productivity to morale, and even employee safety, a strong communication program can be felt across your entire organization.

## Communication & Morale

People prefer work environments where there is transparency, clarity of information, and feeling as though their opinion is being acknowledged. Through effective communication, employee morale and engagement will naturally improve along with your employee retention. Informed employees are happier employees!

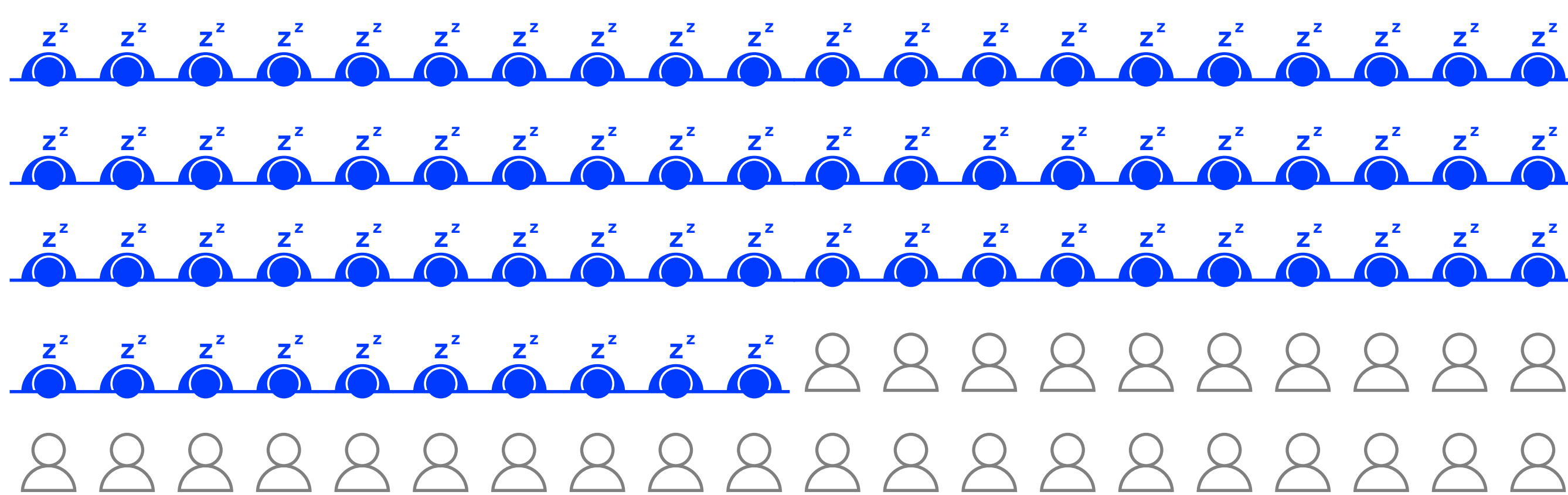
A study by Dale Carnegie found that companies with engaged employees outperform those without by **up to 202%**.

## Why Employee Engagement Matters to Your Business

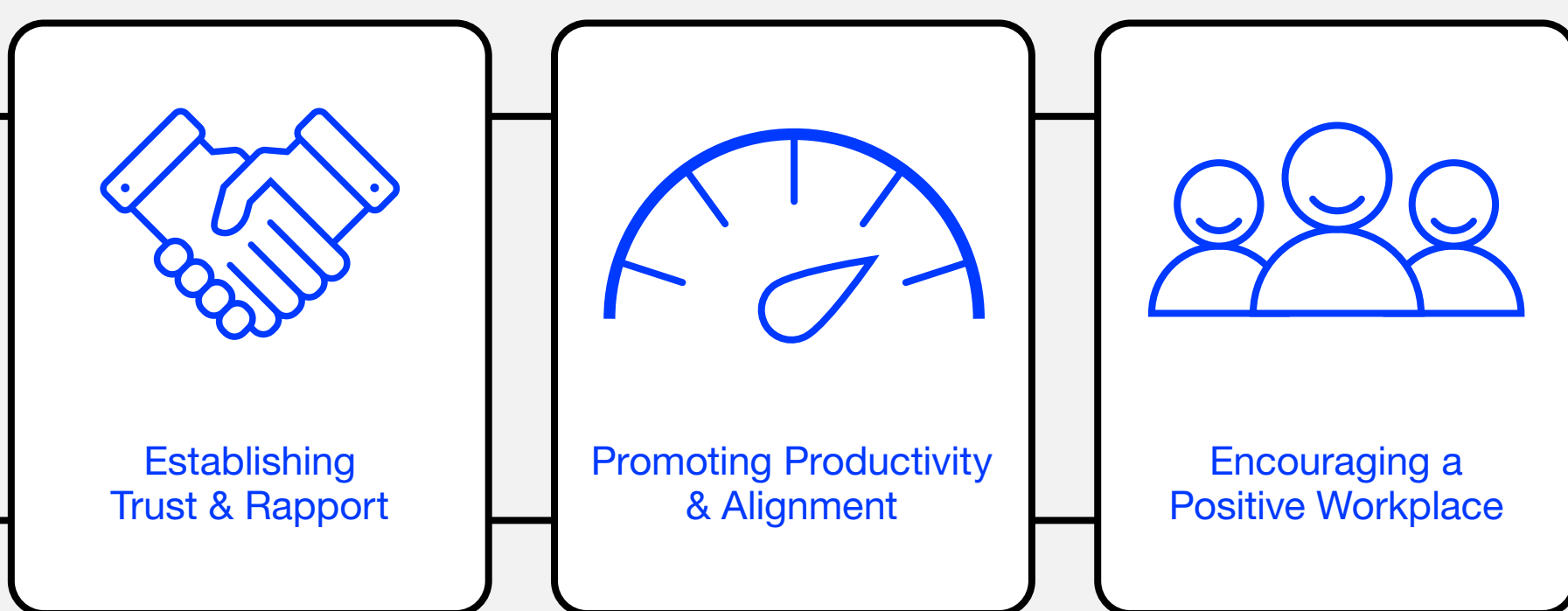
In a study conducted by Best Buy, every percent point increase in employee engagement resulted in annual operating income rising by approximately \$100K.



**70% of American employees** are not engaged at work.

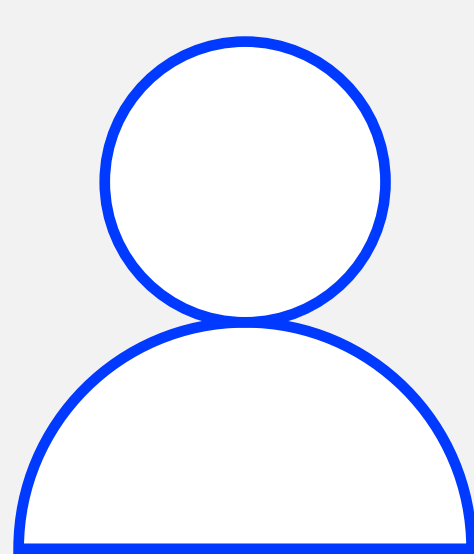


## The Core Benefits of Good Workplace Communication



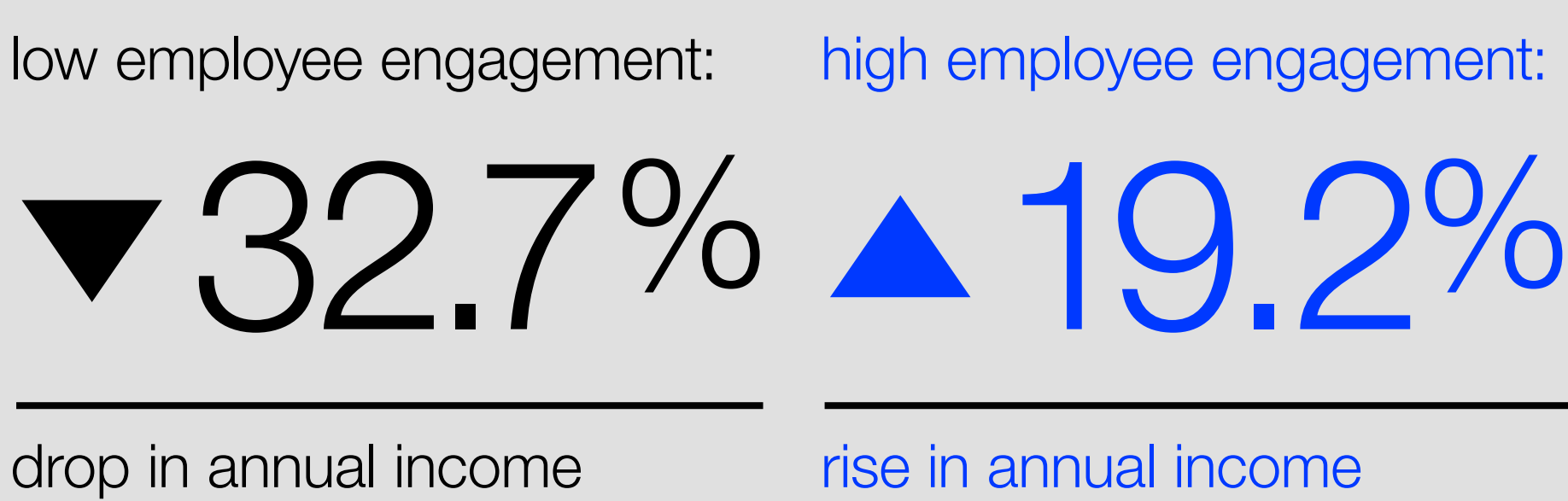
## Employee Engagement Can Make or Break Your Retention Rates

Companies with ineffective communications are **50% more likely to have low retention**.



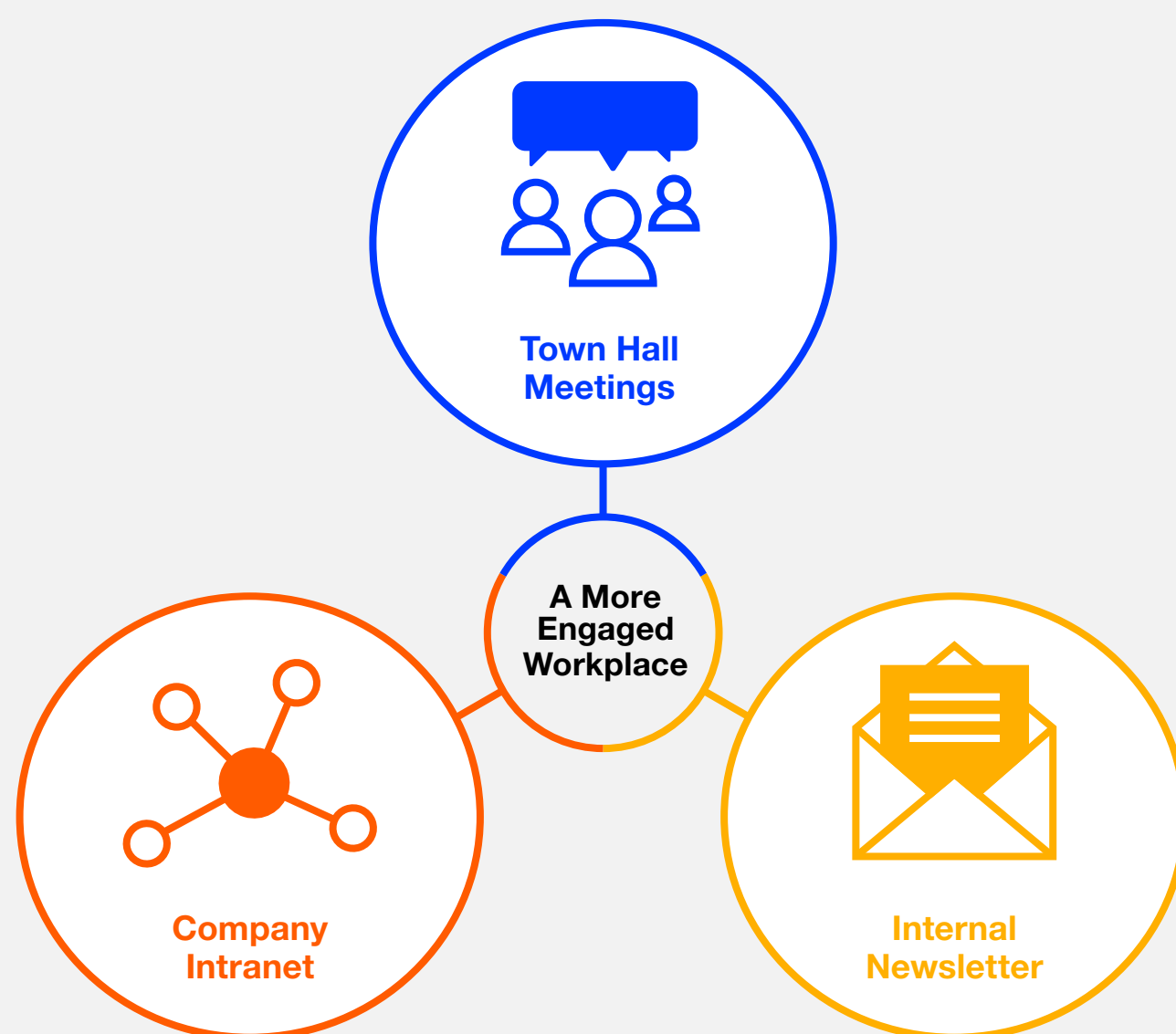
The cost to replace one \$10/hr employee is over **\$3,300**

## Employee Engagement and Your Bottom Line



## How to Create A More Engaging Workplace

While an engaging workplace fueled by organizational transparency and effective communication has a huge impact on the bottom line of your business, removing barriers and implementing the right systems to encourage and nurture a more communicative workplace can be challenging. Some of the best solutions to solve workplace communication issues are town hall meetings, robust company intranet, and an informative and relevant internal newsletter.



## Digital Signage

With one of the lowest barriers of entry, Digital Signage is a great solution to solving your workplace communication challenges. Equipped with the ability to reach your entire team and the option to add your own custom content, you can ensure the important company information will be seen, absorbed, and retained. From safety training messages to performance incentives and everything in between, a digital signage platform helps foster an inclusive environment where staff feel valued, appreciated, and in the know.

