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%.

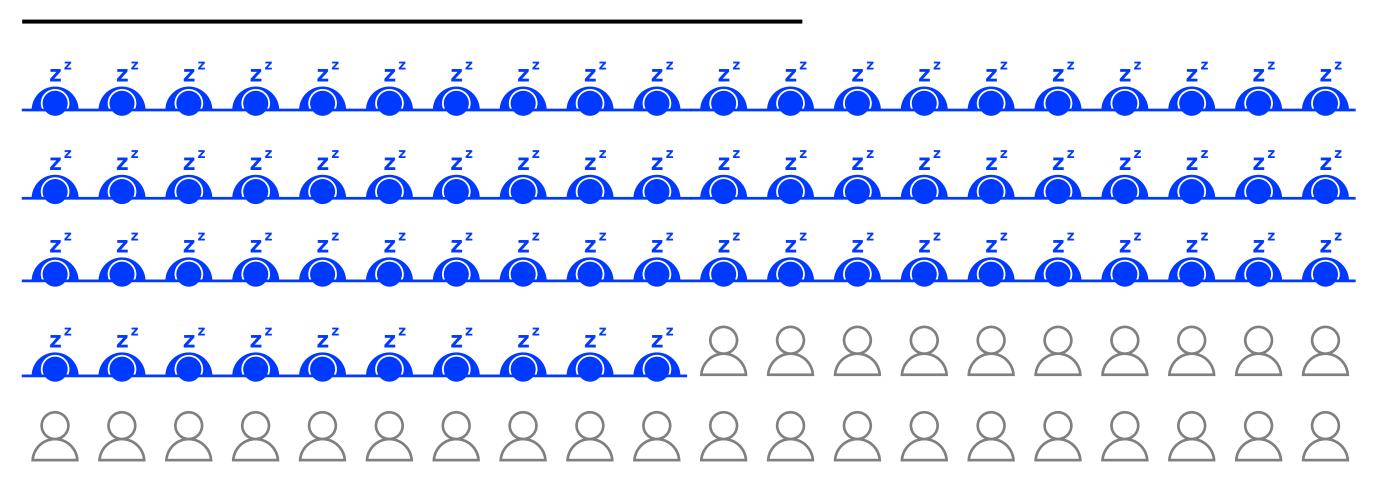
Why **Employee Engagement** Matters to Your Business

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

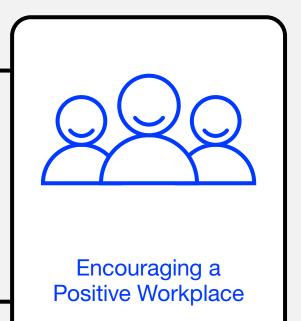
are not engaged at work.



The Core Benefits of **Good Workplace Communication**



Promoting Productivity & Alignment



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

Employee Engagement and Your **Bottom Line** low employee engagement:

drop in annual income

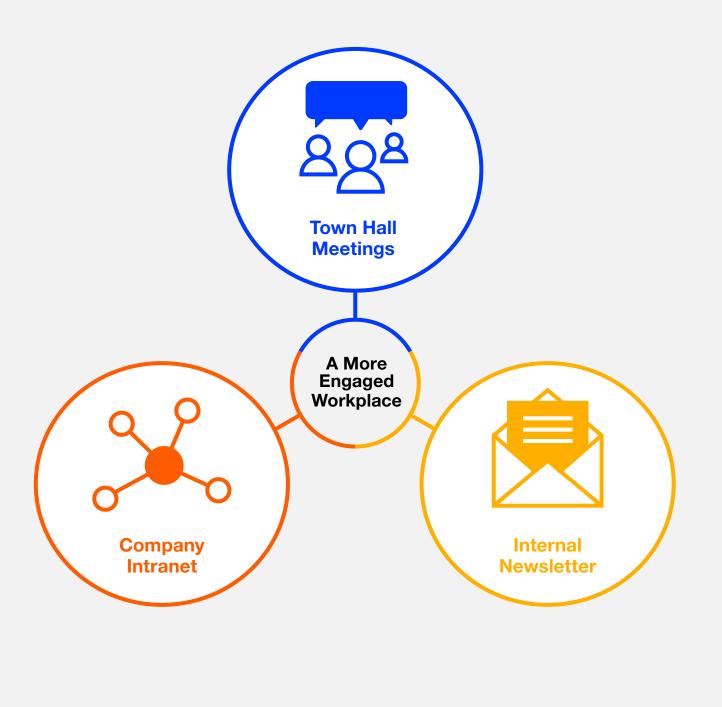
high employee engagement:

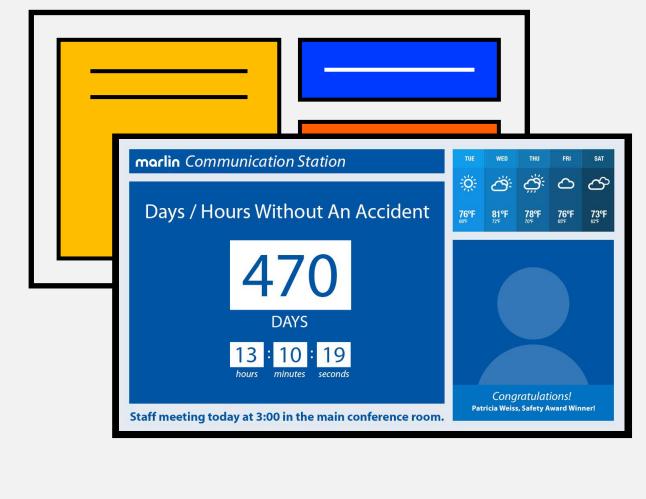


How to Create A More **Engaging Workplace**

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.



For 103 years, Marlin has been developing innovative technologies and content for reaching workers. The world and workplace have changed dramatically over this time. Now more than ever, visual communication is a powerful tool to engage, educate and inspire employees wherever they work. Trusted by companies like Waste

www.shrm.org/hr-today/news/hr-magazine/0916/pages/default.aspx

www.slideshare.net/ldickmeyer/cost-of-poor-internal-communications-912

www.zanebenefits.com/blog/bid/312123/employee-retention-the-real-cost-of-losing-an-employee

www.sisinternational.com/smb-communications-pain-study-white-paper-uncovering-the-hidden-cost-of-communications-barriers-and-latency/

For more information, or to contact a representative about what digital signage solutions are right for your business, please visit us at www.TheMarlinCompany.com