

“Best Practices” Paper about Internal Relations

Yang Jiao

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Professor Anthony D’Angelo

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Introduction

Many factors, such as crisis management, social responsibility, and customer relationship, could influence business outcomes. However, it is common practice to drastically underestimate the power that can be derived from relationships that exist within an organization. In fact, it is indisputable that employee performance substantially affects company output. How managers communicate with one another considerably impacts the effectiveness with which a business operates as a whole. One of the significant challenges facing employee productivity is how to improve the internal relationships inside the workplace.

According to Mark Bickhard, internal relations refer to "relations that are intrinsic to the nature of one or more of the relata. They are a kind of essential relation, rather than an essential property" (Bickhard, 2003). Additionally, the definition of internal relations in public relations and other businesses is more concrete. As Caroline Duncan mentioned in her article, internal relations relate to the promotional communication that occurs within a company. It is intended to ensure that employees adore working for the organization and are satisfied and motivated (Duncan, 2022). Therefore, the effective management of an organization's interactions with its many different types of stakeholders is indispensable. At the same time, internal public relations should be integral to every company's communication strategy.

Importance of Internal Relations

The internal relationship is utterly essential, especially for those who work in the field of public relations. To be a qualified public relations professional,

understanding how to deal with both internal and external relations is a topic that is considered to have a critical interest. The primary objective of internal public relations is to foster brand loyalty and motivation among employees by promoting a positive image of the organization. Likewise, the majority of their daily work depends on utilizing multiple communication channels. As stated by Caroline Duncan, “internal public relations is a sphere of internal communications” (Duncan, 2022). In other words, public relations professionals are responsible for considering different communication strategies to build trust, improve employee engagement, and enhance knowledge exchange so that employees are more informed. Constructing positive internal relations results in better external relations outcomes. What she demonstrated indicates the significance of internal public relations and the fundamental function public relations specialists play in business operations and communication.

Besides that, if a business does not initially take good care of its employees, who make up its internal market, the business is unlikely to be successful in the external market. The quality of the service provided internally has a crucial function on job satisfaction and subsequently impacts customer satisfaction. There are numerous explanations for this. One of these reasons is that an organization's ability to attract the best individuals is facilitated by an engaging internal working environment. Their particular requirements will be satisfied, and as a result, they will be more devoted to the organization, which will reduce employee turnover. In response, a decrease in employee turnover will reduce the costs associated with acquiring. What's more, satisfied employees may convey favorable words of mouth to

new employers and clients. Moreover, healthy internal relationships serve as a catalyst for fostering employee collaboration and establishing trust.

As a result, there is a significant connection between a successful business and its internal public relations efforts. Employees are only able to fulfill their goals as a coherent group that works well together when relationships between them are compatible. It is possible that errors will be made, production and profitability will decrease, and it will also result in employees who are disgruntled, disengaged, and unmotivated employees.

Key Management Considerations of Internal Relations

First of all, effective internal relations and appropriate organizational communication are mutually beneficial. Within a business, trust and employee engagement are strongly influenced by the extent to which communication is in both directions. It promotes a transparent exchange of information in both ways and lays the foundation for the sustainable development of employees as well as managers at all levels. Therefore, two-way communication should always be ensured under any circumstances.

In order to achieve this, executives must reevaluate the effectiveness of their organizational structure and establish productive reporting relationships for both horizontal and vertical communications. For instance, even though a broad chain of command provides obvious and identifiable lines of authority among all organizational roles, it could be faster to receive responses. On the other hand, a wide span of control contributes to a higher level of employee morale and productivity,

whereas it imposes greater supervisory responsibilities on managers. It is easier for employees to remain productive and focused on the business's objectives when departments within the organization are aligned with one another. This clarifies any uncertainty and guarantees that everyone has access to the resources they require. Consequently, building effective internal communication strategies is an inevitable management concern that every leader must consider.

Secondly, encouraging diversity and inclusiveness is a significant aspect of fostering positive internal relations. Incontrovertibly, diversity and inclusion in the workplace have been a priority for majority of companies worldwide during the past decade, and this trend will continue in the future. According to Josh Fechter, from 1999 to 2019, the proportion of women, African Americans, and Hispanics in the labor force expanded dramatically. The number of black employees increased by 26%, the number of Hispanic employees by 98.1%, and the number of female employees by 18.5%. (Fechter, 2022). The statistics elucidate the transformation of perspective employment demographics as well as the significance of inclusive leadership.

In the research paper "Diversity-oriented leadership, internal communication, and employee outcomes," the authors demonstrated that inclusive leadership improves symmetrical internal communication and minority employees' perceptions of the organization's fairness, increasing employee engagement and pro-social actions (Lee et al., 2021). Thus, investing in diversity and inclusion and cultivating an environment where people from various backgrounds can get along may be highly beneficial to a company. Diversity in the workforce not only results in the addition of new insights

but also generates a sense of belonging among employees, which inspires positive internal relations.

The Best Practices of Internal Relations

In areas such as employee engagement, workplace culture, and change management, businesses frequently encounter issues that are comparable to those faced by other firms, despite the fact that these organizations may be very different from one another. In other words, different businesses implement their unique communication strategies and management practices to accomplish exceptional internal relations.

Firstly, in the book "Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney", the former Vice President of Operations for Walt Disney World, Lee Cockerell, introduces how he endorsed positive internal public relations with his cast members by utilizing the practice of ARE. ARE refers to appreciation, recognition, and encouragement. These three components in business management are sustainable and cost-free tools that effectively build self-confidence and self-esteem, which construct motivated and rewarding working conditions. For instance, Cockerell emphasizes the significance of locating ways to honor the individual successes and accomplishments of workers and providing regular feedback on the employees' performance, whether it be positive or negative. Participating in employee events is another method given by Cockerell for enhancing internal ties. However, only some leaders attend events since they view them as a waste of time. In fact, Cockerell's approach to inclusive leadership through the daily operation process led to Disney's

huge success.

Secondly, according to the article "Best Internal Communication Case Studies in 2021," Aldi effectively utilizes internal communication tactics to enhance employee engagement and relationships (McCann Synergy, 2022). For example, in the weeks leading up to Christmas, the internal communications team at Aldi intended to stimulate and engage staff members through recreational activities. They came up with a number of various Christmas-themed activities and contests, including a draw for the grand prize, that kept coworkers interested in participating in more of them. This kind of entertainment activity will strengthen the bonds between employees.

One further illustration of this is the Virgin. Employee engagement and motivation are significantly boosted because of the company's unconventional meeting place. When people are confined to identical locations for an extended period, boredom might develop. As a consequence of this, utilizing a variety of channels of communication is essential. Richard Branson, the founder of Virgin, recommends that meetings be held in non-traditional settings, such as a park or a café, rather than in an office. This can make the generation of new ideas easier, in addition to facilitating the development of closer ties with subordinates.

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