

Sujet n°9

How to manage employee communication in the hybrid era

“Employees can really get overwhelmed and have really high levels of anxiety if they’re getting a flood of messages from multiple communication channels,” one expert said.

Just as how we work has changed since the COVID-19 pandemic, how we communicate at work has changed, too. Videoconferencing and messaging platforms are now the norm, but unless used intentionally, they can leave employees frustrated — and less in sync ¹with their co-workers, their managers and their organization.

And that can be expensive. According to a study conducted by Grammarly and The Harris Poll, companies with 500 employees lose \$6.25 million each year resolving communication issues. Business leaders surveyed said that miscommunication leads to increased costs, missed deadlines, eroded brand reputation and decreased productivity.

Online videoconferencing went from a “nice to have” to a must. In December 2019, Zoom had about 10 million daily meeting participants. By April 2020, that number skyrocketed to 300 million, according to the company.

They allow that connection point with those employees working remotely. It facilitates visual communication in both allowing employees to see each other’s faces or share documents — not quite like working side by side, but close.

But they can also create friction and frustration. Employees can really get overwhelmed and have really high levels of anxiety if they’re getting a flood of messages from multiple communication channels. Human resources professionals can do regular check-ins on how employees feel about issues like their level of connectedness and communication, she added, which can help “keep a pulse on the organization and how connected they feel no matter where they work in the world.”

Jen A. Miller, *www.hrdiver.com*, Dec. 29, 2022

¹ En accord avec