

## 5 easy steps to prove the benefit of internal comms to the C-suite

As a professional communicator, you've navigated the choppy waters of the last few years. And you know how valuable internal comms is to your organization.

But how can you prove that value to the C-Suite?

1

### Know who you need to influence

Before you talk to your C-Suite, there are four main teams you need to get buy-in from first: **HR, IT, Finance, and Legal & Compliance.**

Create personas for each of them so you can better understand their needs, challenges, and goals.

2

### Connect your comms strategy to business outcomes

Now that you've considered the personas above, **outline how your internal comms strategy can help the business achieve these goals** and connect with the overall business vision.

Let's say one of your major goals is to roll out a new employee app in Q1. You could set a KPI (key performance indicator) tied to a successful launch, such as how many employees have downloaded and engaged with the app by the end of the quarter.

3

### Build strong relationships with your organization's leadership

While personas are great, nothing beats in-person conversations.

**Schedule one-on-one conversations with leadership** to gather insight and build strong rapport — their perspective will strengthen your business case.

Think of it like audience research. Your leadership team is the audience that you need to win over. And the more you know about their challenges and their vision, the more likely you are to rock your business case.

4

### Back up your strategy with data

Make sure to measure the impact of your internal comms.

**Compile the data that's most relevant to your business outcomes.** Maybe you saw record-breaking open rates on an internal email campaign. Or maybe your employees are accessing intranet content on their mobile devices more than ever.

Identify the successes of your internal comms strategy — and advocate for the short, medium, and long-term investments your organization will need to make.

5

### Identify the benefits of new IC technology

**Consider the impact of an employee comms management platform.**

That might look like reducing turnover, cutting costs, speeding up processes, and improving productivity.

Then, look at the potential impact on your employees. For example, improving engagement rates, making admin processes easier, and ultimately creating a sense of belonging in the workplace.

Now that you have all these steps in mind, you're better positioned to advocate for technology that will support your internal comms efforts and connect your employees no matter where they work.

You'll not only prove the value of internal comms to the C-suite — you'll also make a compelling business case for IC.

Ready to take your internal comms to the next level?

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