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New groundbreaking study reveals UK workforce's communication needs to drive better trust, engagement and advocacy.

The Institute of Internal Communication (IoIC) and Ipsos Karian and Box have collaborated to carry out unique transformative research that reveals the communication needs of the UK workforce.

This study, **The IC Index**, which is the first of its kind to gather direct feedback on communication from employees, reveals several critical areas that organisations must address to maximise successful outcomes for both businesses and employees.

The IC Index exposes the strategic value of internal communication, where 69% of UK workers within organisations boasting dedicated internal communications functions rate their communication efforts as "excellent," surpassing their counterparts by a remarkable 32-point margin. The report showcases the transformative power of internal communication in creating a thriving workplace culture that fosters employee engagement and boosts productivity.

However, as organisations strive for excellence, The IC Index reveals a critical area that demands immediate attention: strategy communication. Just 45% of UK workers are both clear on their organisation's strategy and believe it's the right one for them. This knowledge gap poses a significant challenge for organisations, requiring a targeted approach to improve strategy communication and align employees with organisational goals.

The report also highlights that trust with senior leaders emerged as a crucial factor in effective communication. Only 54% of employees trust communications from their organisation's CEO, over 10 percentage points less than the trust placed in communications from their own manager. This highlights the need for organisations to focus on building trust through transparent, honest, and open communication from senior leaders.

A significant finding from the research indicates that one-third of line managers lack confidence in leading conversations with their teams. This alarming statistic highlights a clear need for organisations to prioritise training and development programs aimed at equipping managers with the essential skills for effective communication. By investing in these initiatives, organisations can empower their managers to foster open dialogues, enhance team collaboration, and ultimately drive better outcomes within the workforce.

Furthermore, The IC Index exposes a striking statistic: nearly half of UK workers feel their voices go unheard by their employers. While fewer (45%) say their employer shows how feedback is used to inform the choices they make. To overcome this communication barrier, organisations must cultivate a culture of active listening and open channels of feedback, empowering employees to become active participants in decision-making processes.

This game-changing report equips organisations and communication professionals with actionable insights to enhance engagement, advocacy, and trust among their workforce.

Suzanne Peck, President at the Institute of Internal Communication, expressed enthusiasm, stating, "We are thrilled to reveal the findings of this groundbreaking research. This study provides organisations with the insights they need to create effective communication strategies that resonate with employees, ultimately driving engagement and organisational success."

Jennifer Sproul, Chief Executive at the Institute of Internal Communication, adds, "We are committed to conducting this research annually to monitor trends and changes in the communication needs of employees, empowering organisations and communication professionals to excel in their internal communication strategies. And in times where trust is critical investing in the relationships with employees is essential."

Ghassan Karian, CEO at Ipsos Karian and Box, "This new study represents, for the first time, the views and needs of the UK workforce for how their employers communicate with them. It offers very clear strategic guidance to professional communicators - what we should be communicating, when, how, to whom and in what context."

To download The IC Index or for more information, visit <https://www.ioic.org.uk/ic-index.html>

NOTES TO EDITOR

About the Institute of Internal Communication

Formed in 1949 the Institute of Internal Communication (IoIC) is the only professional body solely dedicated to internal communication in the UK.

We work with our members who are shaping workplaces for the better. We've been driving standards for over 70 years, by developing and supporting internal communication professionals through our qualifications, training, awards, communities, and thought leadership. Our mission is to promote the impact of effective internal communication on organisational performance and working lives.

You can find out more about us at www.ioic.org.uk

About Ipsos Karian and Box

Ipsos Karian and Box is a team of over 130 employee experts at the heart of Ipsos's global network of research specialists.

We're one of the fastest-growing agencies in the employee engagement and research sectors and are proud of our reputation for providing insight-driven communication strategies and culture change programmes. We've been trusted advisors to some of the biggest and best names for over 16 years, helping to create environments where people and businesses thrive by giving people a better voice at work.

You can find out more about us at www.ipsoskarianandbox.com

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