



3 Strategies to Enhance Communication With Your Hourly Workforce

Guide

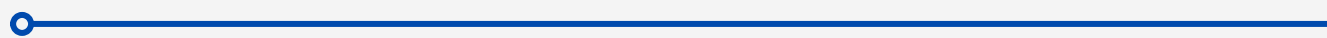
Intro

Today, communication is increasingly accessible across organizations thanks to intelligent technology developed to streamline communication efforts. Overall, people are the most treasured asset to a business, and effective communication on all levels is the key to superior organizational processes.

Although the internal communication processes for shift workers may be a little different, they're just as important to engage employees and galvanize them to be enthusiastic contributors with a vested interest in your company's successes. So, how do you enhance the way you communicate with employees?



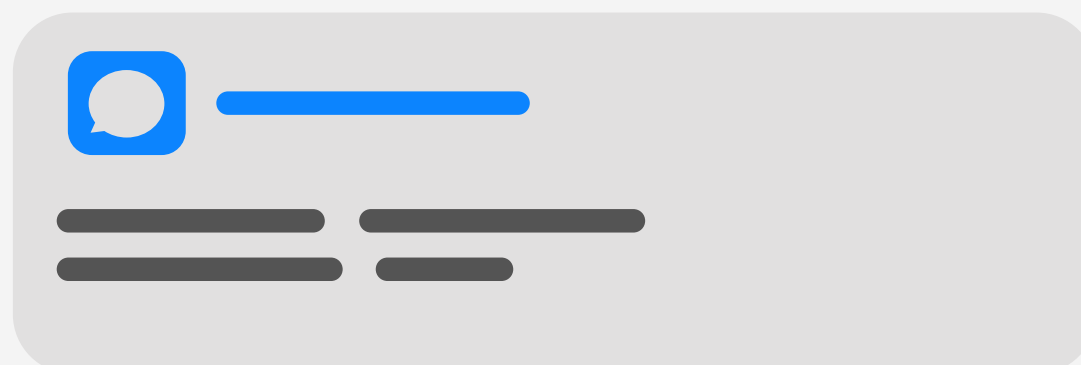
#01



BE ACCESSIBLE

Your staff comes from various backgrounds, so you must be accessible in terms of language and technology. Consider how your team would be most comfortable receiving communication from you and tailor your communication process to them. Ensure you formulate all messages to focus on the task at hand, so there can be a clear understanding of the duties your staff is meant to complete. Be both clear and concise in your language choices for a complete experience.

Consider the timing of your messages, especially with shift workers who may start work at different times of the day. Depending on their shift, an ill-timed message could be sent in the middle of the night, and there's a greater chance your employee will forget the contents by the time they come into work. A superior communications system allows you to send messages at convenient times for each workforce member.



#02

TAILOR YOUR COMMUNICATION

There's no one-size-fits-all communications strategy. Tailoring your communications to account for the differences of the people you're communicating with allows for better retention of messages and enhanced company culture. People perform better when they're treated as individuals, so take the time to make hourly workers feel included and heard.

Some of the methods by which you can achieve this goal include the following:

- **Keep hourly employees in the loop:** Ensure all of your communications are inclusive, so your shift workers feel part of the bigger picture. Consider a communications system that sends brand, product and company updates to all workers at a suitable time for them.
- **Enhance employee training programs:** Management can send information quickly with the correct system, including training and safety material. A digital approach streamlines sending tailored messages to your hourly workforce. It allows them all to receive the latest instructions on a project in a concise and timely manner.
- **Prioritize individual recognition:** When people work hard, showing your appreciation and pointing out their contributions to the rest of the team can help with achieving higher employee engagement. Aim to be present and make any feedback or recognition more personal than a simple plaque on the wall.

#03

TWO-WAY COMMUNICATION

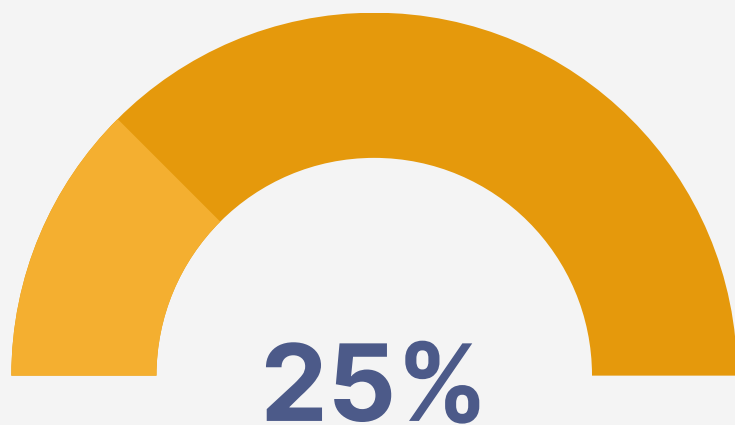
Two-way communication streamlines operational practices by allowing shift workers to confirm they have received and understood a message. If workers want to trade shifts with one another, the appropriate accompanying feedback must be registered on an easy-to-access platform. If workers request time off, they must be able to monitor their requests' status.

Employee communication is always evolving to be more inclusive. Specialized internal communications systems allow management to send targeted messages to various teams within the organization. Formal announcements are a thing of the past, and employees are better engaged with personal and meaningful communications.

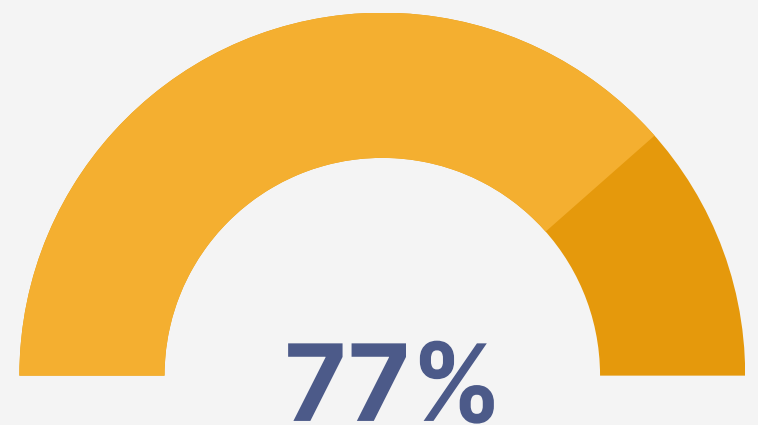


THE NUMBERS ARE CLEAR

This emphasis on effective communication not only fosters a collaborative work environment but also contributes significantly to overall organizational efficiency. Moreover, organizations that ensure their employees are well-informed tend to observe a remarkable performance differential.



The average increase in productivity for organizations that prioritize communication.*



The average well-informed employees will outperform their peers.*

Conclusion

#01 — *Be Accessible* in language and tech, to ensure clarity in turn increasing worker confidence and productivity.

#02 — *Tailor Your Communication* for better retention, inclusivity, and individual recognition in hourly workers

#03 — *Two-Way Communication* enhances operations, enabling confirmation, shift changes, and meaningful engagement.

In the journey of effective communication, always put accessibility first, understanding the unique tapestry of backgrounds and preferences. Craft messages with care, embracing clarity, inclusivity, and mindful timing.

As we evolve, let's harness the strength of specialized systems for a more meaningful connection across our diverse teams.

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