Organizational Communication & Culture

IMAA + IRMCA SUMMER MEETING JULY 30, 2024

Organizational Culture

Organizational culture is composed of beliefs and expectations shared by members of an organization.

Ethnicity

Language   Sports Teams

Education

Religion

Fitness Groups

Political Affiliation

Sexuality

Neighborhood

Community

Regional

Music Groups

Generational

Fitness Groups

Volunteer Groups

Types of Cultures

Generational Characteristics

Baby Boomers(Born 1946-1964)

- Job Security
- Loyal and Hardworking

Beliefs:

- Promotions earned based on rank/tenure
- Love titles
- Value bonuses over recognition

Gen X (Born 1965-1980)

- Value Independence
- Prefer minimal supervision

Beliefs

- Work life balance
- Promotions based on competence not rank/tenure
- Value recognition & bonuses

Generational Characteristics

Millennials(Born1982-1996)

- ❑ Workplace Culture Important
- ❑ Relationship Building Importance

Beliefs:

- Regular Feedback
- Crave Structure & Transparency
- Motivated by Flexibility
- Value recognition &financial incentives

Gen Z (Born 1997-2012)

- ❑ Workplace and work meaningful
- ❑ Coaching skills from leaders

Beliefs:

- Work life balance

- Growth opportunities

- Struggle with mental health

*"In 2022 there were more than 53 million Gen X in the workforce. This is **smaller** than the Millennial workforce.*

*However, they hold **over 50% of management** roles. They are managing the multigenerational workforce.*

Their responsibilities are different than the younger generations, as they are balancing family, and elder care. They have what many call a balancing act with these responsibilities and many times become disengaged when their balance is disrupted.
TIVIAN RESEARCH

GEN X Workplace Culture

*"Millennials often equate leadership with empowerment. They have extreme opinions on most matters, and they like to take charge of things. They also show a high inclination towards **leadership skills** such as communication, relationship building, problem-solving and decision making.*

While engaging millennials in the workforce, employers must emphasize creating future leaders and not just productive employees. The best way to cultivate leaders among millennials is by modeling and mentoring leadership skills early on."
Deloitte Research

GEN Y(Millennial) Workplace Culture

"*Gen Z is significantly more likely (**27 %**) than other generations, including millennials (**15 %**) and Gen Xers (**13 %**), to report their mental health as fair or poor.*

*They are also more likely (**37 %**), along with millennials (**35 %**), to report they have received treatment or therapy from a mental health professional, compared with **26 %** of Gen Xers, **22 %** of baby boomers and **15 %** of older adults.*"

APA Stress in America Survey 2023

GEN Z Workplace Culture
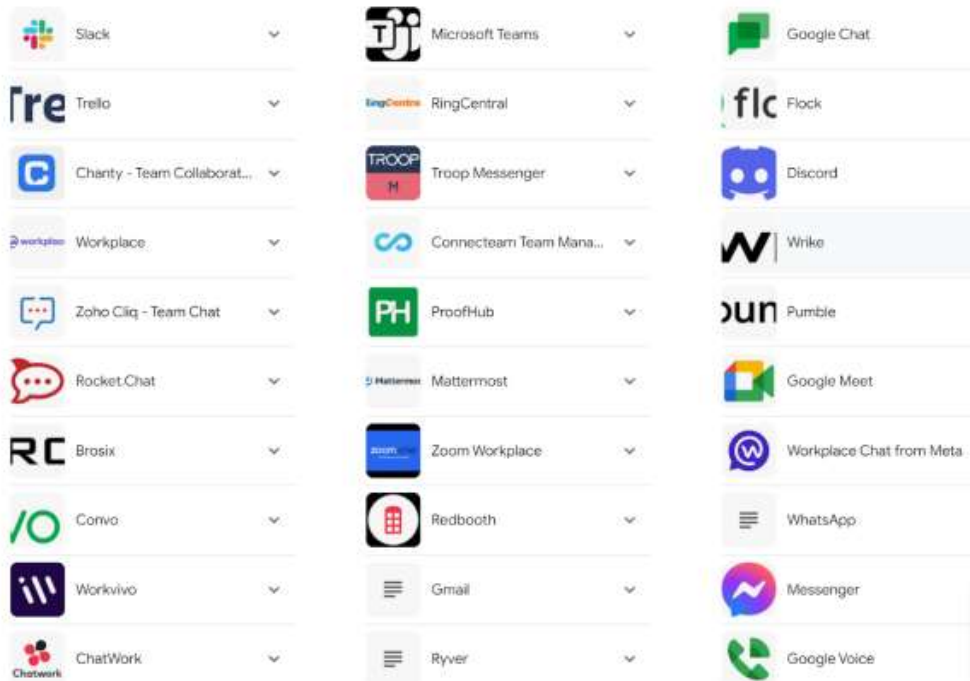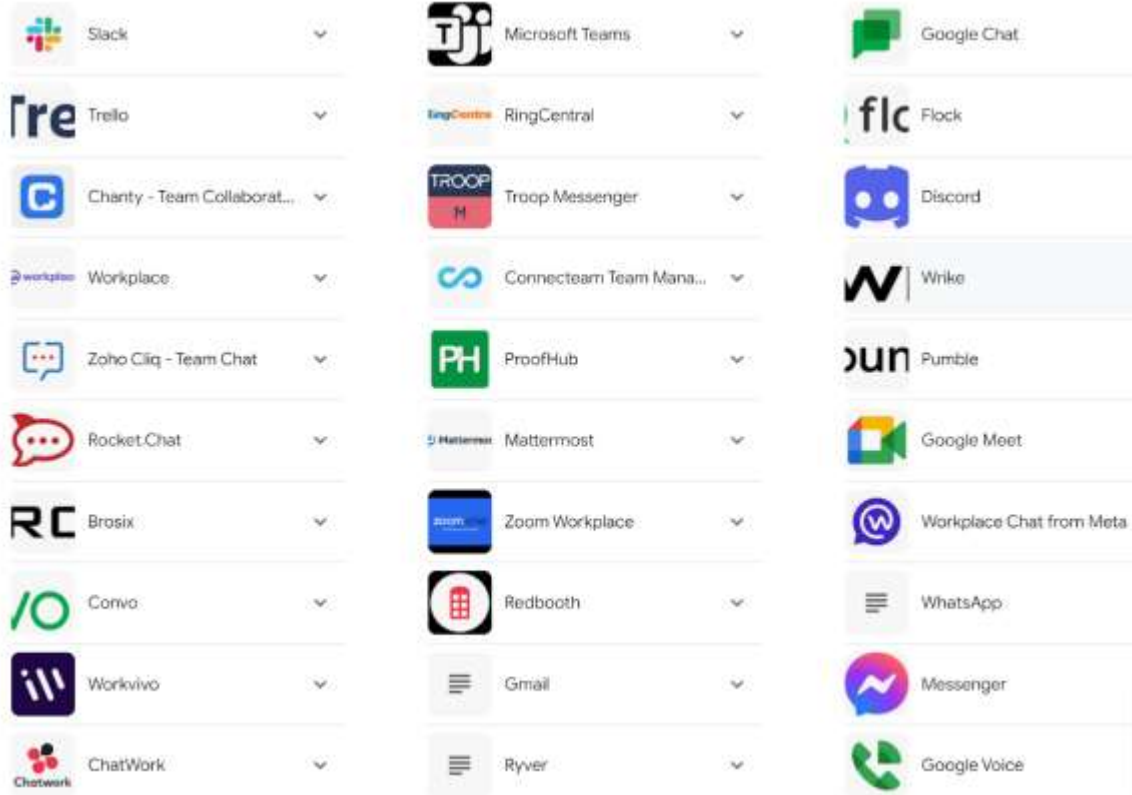
"Almost every leader at every organization spends most of their time communicating — but no one teaches them to do it efficiently, effectively, and profitably."
Axios

Organizational Communication

The
Solution

Organizational Communication primarily occurs via Computer Mediated Communication (CMC)

CMC Challenges: Part 1

Organizational Communication

- Remote and Hybrid needs to be deliberate
- "Accidental Communication" can occur if wanted
- Needs to be a Plan or Strategy with generations in mind
- Evaluate Current Tools

CMC Challenges: Part 2

Organizational Communication

- Who is using the tools? Which Generations?
- Can the employees reproduce the communication?
- Can the employees train one another?

COMMUNICATION FIGURES IN 2023

+18%
written communication

Time spent on written communication has grown since last year

-12
effectiveness

Leaders report a 12% decline in the effectiveness of written communication

-15%
productivity

Leaders report a 15% decline in productivity due to poor communication at work

+7%
stress

Knowledge workers report a 7% increase in stress due to poor communication at work

VON OGDEN GROUP

WHY IS THIS IMPORTANT

38% of business leaders report that ineffective communication increases costs

20% of business leaders state that inadequate communication has eroded brand reputation

19% of business leaders lost deals due to poor communication

"When <u>leaders and managers are trusted and inspirational,</u> employees find meaning in their work, feel like part of your culture and perform better.

For example, employees who strongly agree they trust the leadership of their organization are 4.0 times as likely to be engaged and 58% less likely to be watching for or actively seeking a new job."

Gallup Survey 2024

Bridging the Gaps In Organizational Communication

Bridging The Gap: Step 1

Create Awareness

- Identify Common Practices
- Decide (with data and evaluation) what communication works

Recognize It Will Change

- Communication Channels and Practices will evolve
- Realize that generationally it will evolve

Bridging The Gap: Step 2

Encourage Open Communication

- **Schedule Regular Meetings and Check-Ins**
- **Embed Feedback Loops**
- **Utilize Communication Channels**

Promote Cross Generational Collaboration

- **Establish Mentorship Programs**
- **Encourage Reverse Mentorships**
- **Create cross-collaborative team projects**

Leverage Technology

- **Adopt User-Friendly Tools**
- **Encourage Digital Literacy**
- **Utilize Collaboration Platforms**

Bridging the Gap: Step 3

Identify The Benefits

- Multi generational mirrors the population as a whole

- Meet the needs of the customers

Enable Innovation

- Collaboration between generations allows for different perspectives

- This drives agility and better-decision making

Build The Culture

- Deciding what communication channels work builds a connected, engaging communication model

- Engaging all generations drives effective communication and that drives organizational success

Closing Thoughts

When your communication is effective and meets the needs of your employees, you naturally build a strong company culture. Ensuring your employees are well informed and have the communication tools they need to work effectively can boost productivity and improve employee engagement.

Thank You!

Questions?

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