PULSE firstup



INTERNAL COMMUNICATION STRATEGIES FOR REMOTE WORK

Adjusting to remote work has been a challenge many companies have endured through 2020. To help employees adjust, many tech leaders have focused on enhancing their internal communication practices—through methods like transparency, the use of an intranet, and the development of plans to disseminate pandemic-specific information.

However, as this survey of 259 IT leaders conducted by Pulse and SocialChorus finds, some organizations are lagging behind when it comes to internal communication—an initiative which is more vital than ever, given the ongoing COVID-19 pandemic.

Data collected from April 1-2, 2020 Respondents: 259 IT executives

COMMUNICATION STRATEGIES ARE BEING ADAPTED TO BETTER CONNECT REMOTE WORKERS

The vast majority **(76%)** of IT teams have shifted their internal communication mandates to better support remote workers. An additional 7% are planning to update their processes as remote work continues to prevail.

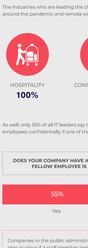
HAVE YOU UPDATED YOUR INTERNAL COMMUNICATION STRATEGIES TO BETTER CONNECT WITH REMOTE TEAMS?



Manufacturing organizations are lagging behind in this regard. Only **40%** have updated their communication strategies, with **42%** indicating they don't plan to update them at all.

One popular way **94%** of executives are communicating with remote workers is through an intranet. The majority of IT leaders **(41%)** say they use an in-house intranet system—and only **6%** say they don't use an intranet at all.

HAVE YOU BUILT A COMPANY INTRANET OR DO YOU HAVE AN EXTERNAL SOLUTION?



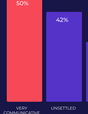
The industries most likely to leverage an external intranet solution are:



MANY IT LEADERS ADMIT TRAINING AROUND PANDEMIC-RELATED COMMUNICATIONS IS LACKLUSTER

Only **53%** of IT leaders admit they've implemented training for managers to communicate with employees on matters directly related to the pandemic and remote working concerns.

HAS YOUR COMPANY INSTITUTED SPECIFIC TRAINING FOR MANAGERS ON COMMUNICATION ABOUT COVID-19 AND REMOTE WORKING?



The industries who are leading the charge in training managers to communicate around the pandemic and remote working are:



As well, only 55% of all IT leaders say their organizations have a plan to notify employees confidentially if one of their coworkers tests positive for COVID-19.

DOES YOUR COMPANY HAVE A STRATEGY TO TELL EMPLOYEES IF A FELLOW EMPLOYEE IS DIAGNOSED WITH COVID-19?



Companies in the public administration sector are most likely **(100%)** to have a plan in place if a staff member tests positive, while those in the telecommunications space most frequently reported not having a plan in place at all **(33%)**.

> "Many companies are going to allow—or require—their employees to continue working from home even after the initial threat of this pandemic has decreased, due to both health concerns and increased profitability through reduced overhead from supporting fully staffed offices."
>
> **— Brian Sampietro, CIO, TGI Office Automation**

EMPLOYEES ARE UNSETTLED ABOUT REMOTE WORKING CONDITIONS

Despite the current crisis and the mass work-from-home migration, the majority of tech executives say their workforce is highly communicative—but at the same time, is very unsettled about the situation.

HOW WOULD YOU DESCRIBE COMPANY MORALE RIGHT NOW?



To boost morale and help employees cope with the remote working reality, many leaders are focused on transparency. They're strengthening healthcare allowances, communicating regularly with employees, and speaking frankly about difficult issues like layoffs.

WHAT STEPS ARE YOU TAKING TO IMPROVE COMPANY MORALE?

> "It's important to remain transparent, but it's also ok to be vulnerable. Focus on the aspects of leadership you want to develop and how you can grow as a person during this process. Spend time each day reflecting, practicing self care, and building new leadership muscles."
>
> **— Hiba Sharief, CIO and Start-up Advisor**

HIRING WON'T RAMP UP ANYTIME SOON—EXCEPT FOR SECURITY AND IT TEAMS

However, in a further hit to company morale, 61% of tech leaders either aren't hiring or are unsure if they'll begin hiring again in the next two quarters.

WILL YOU BE HIRING IN THE NEXT 3-6 MONTHS?

Of the companies still planning to increase their workforce in the near future, most are focusing on adding to their security and IT teams.

WHICH TEAMS ARE YOU STILL HIRING FOR?

The most popular ways tech execs are recruiting staff right now are through LinkedIn job boards and social media posts.

RESPONDENT BREAKDOWN

Insights powered by PULSE