

# Fact Sheet:

## Engaging Employees Through Strategic Communication

- On any given day, there are **20,000-30,000 jobs in the US alone** that include employee or internal communications responsibilities
- **14 chapters included:** Defining employee communication and its history; What makes employee communications strategic?; Competencies for employee communications; Employee communications measurement; Influences on employee communications; Ethics and compliance; Internal segmentation; Channel auditing, assessment and launches; Executive communications; Change management: The emerging internal communication expertise; Storytelling: Engaging hearts with heads; The evolution of employee communication to employee engagement; Beyond change: Other employee communication roles; Current & Future Forces Shaping Employee Communication
- **268 pages, 34 illustrations** of models and strategic internal communication theories; Publisher: Routledge Publishing
- **14 profiles of practitioners** across the globe, and **14 case studies sourced** from award-winning entries judged as best-in-class by the International Association of Business Communicators (IABC), the Public Relations Society of America (PRSA), PRWeek, and PRNews. Profiles and examples from the UK, Canada, Australia, Singapore, South Africa, Mexico, Brazil, United States
- **Business leaders see the value:** *Kevin Cox, Chief Human Resources Officer, General Electric Company:* "During more than two decades as a chief human resources officer for three iconic companies, employee communications has played a prominent role, and continues to be one of my top priorities today at GE. From ensuring the effectiveness of change leadership efforts — to strengthening the employee experience — employee communications is one of the most critical levers for companies and leaders alike. In this book, Dollins and Stemmler go well beyond the fundamentals of communications, and illustrate the need for stronger and more strategic employee communications, particularly as organizations navigate a world in which the only constant seems to be rapid change."
- [Sample Chapters](#)
- **Websites:** [engage-employees.com](http://engage-employees.com), [Routledge](http://Routledge.com), and [Amazon](http://Amazon.com).

