The Hidden Engagement Killer: *How Communication Sabotages Employee Performance*

Julia Pillow, MBA, SHRM-SCP

Founder & CEO – Purplexity Consulting

Lead HR Business Partner – CountryMark Holding Corp



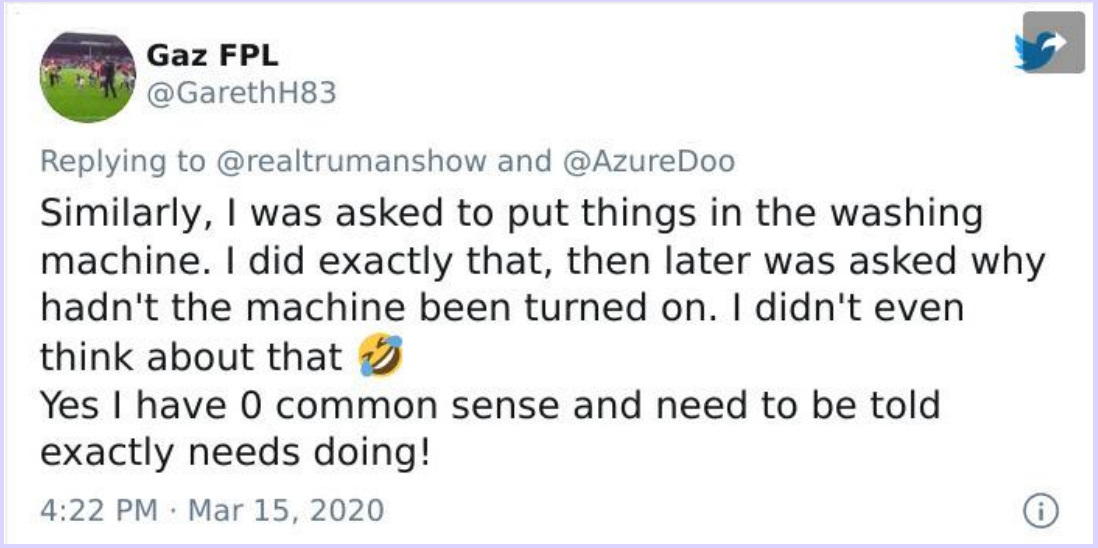
Why Communication Vital for Engagement

- Builds trust
- Clarifies expectations and goals
- Motivates and energizes teams



“Employees who feel connected through communication are 3.5x more engaged” - Gallup

Common Communication Pitfalls

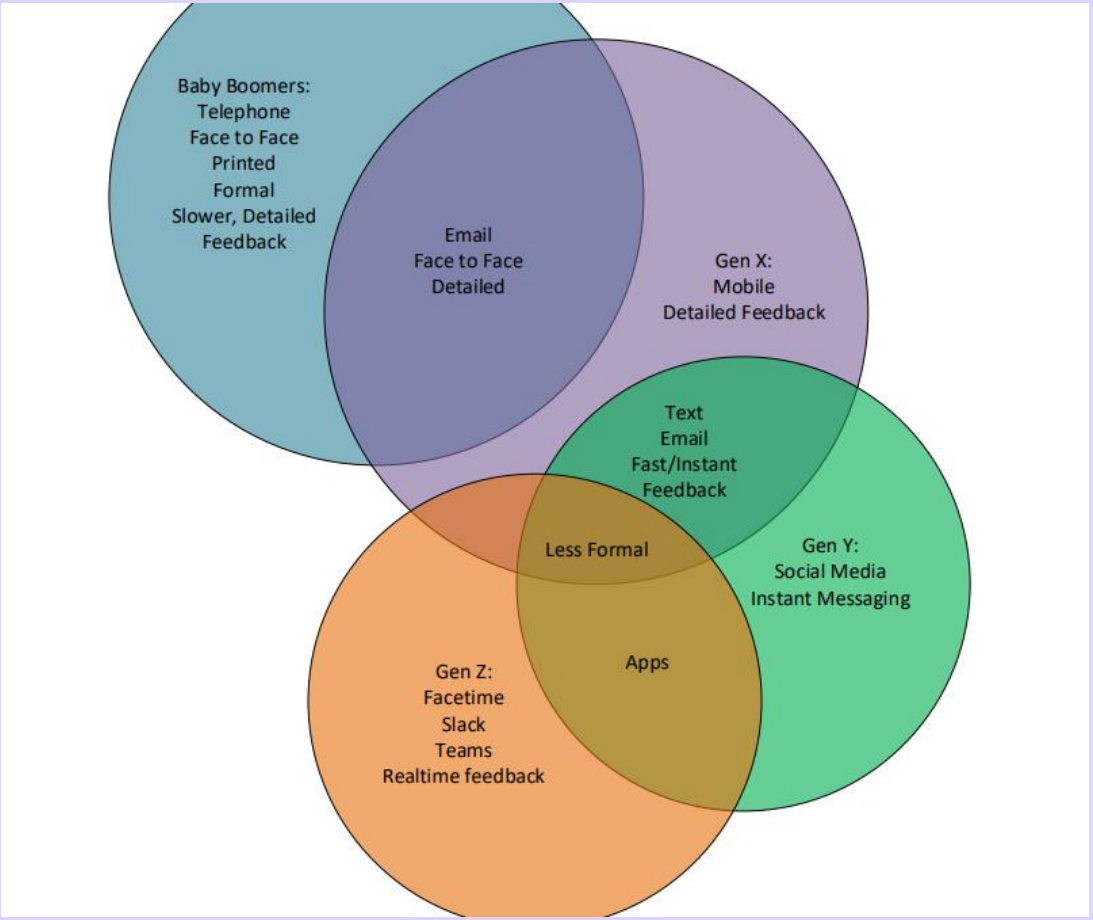


- Inconsistent messaging
- Unclear instructions
- Overly generic communication
- Ignoring individual preferences

One size does not fit all in communication

Embracing Diversity in Communication

- **Generational Differences**
  - *Millennials & Gen Z: Instant messaging, quick feedback*
  - *Baby Boomers & Gen X: Face-to-face, detailed instructions*
- **Neurodiversity & Cultural Differences**
  - *Visual Aids, Clear language, culturally sensitive approaches*



The Cost of Miscommunication



Frustration & disengagement



Increased turnover



Reduced productivity



Missed deadlines and errors

Building Blocks of Inclusive Communication

01



Set clear, measurable expectations

02



Practice Transparency and Openness

03



Adapt Communication Styles to Individual Needs

04



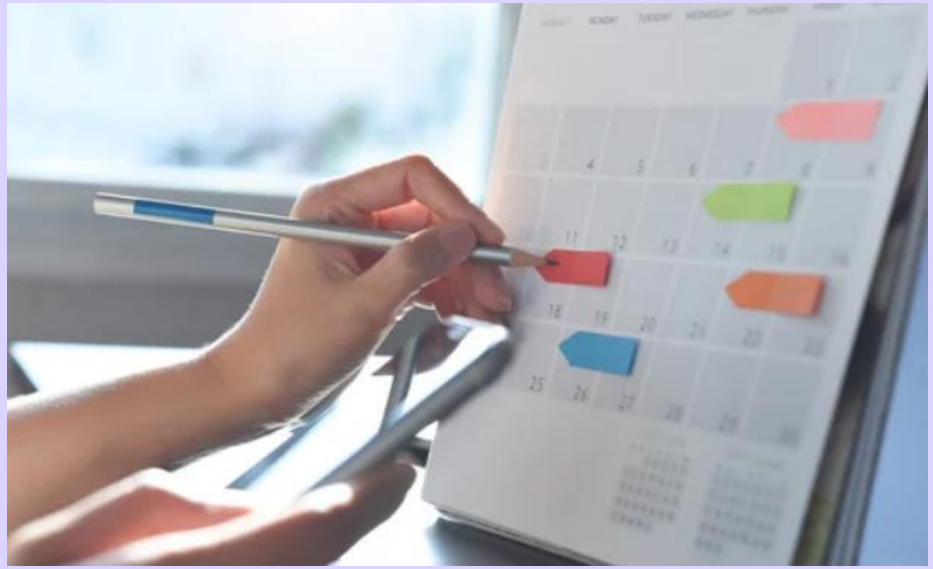
Foster Open, two-way Dialogue

Actionable Tips for Leaders



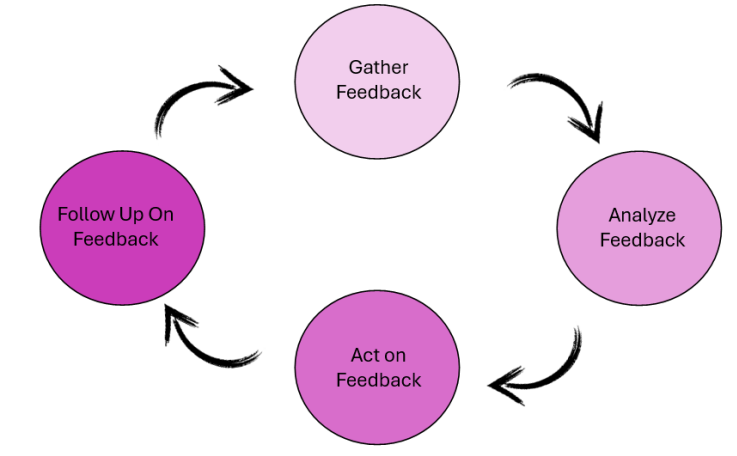
- Use multiple communication channels

- Conduct regular, personalized check-ins



Actionable Tips for Leaders

- Create feedback loops and anonymous surveys



- Use Plain Language
- Be Mindful of Humor
- Encourage Questions
- Learn Cultural Etiquette
- Embrace Multilingualism
- Practice Active Listening

- Provide ongoing training on inclusive communication

Recap



Recognize diverse communication needs



Prioritize clarity and transparency



Adapt your approach to foster engagement

Tools to Support Communication



Slack or MS Teams for Instant Messaging



Training modules for neurodiversity & generational differences



Feedback platforms like SurveyMonkey

Questions?



SCAN ME