

## Restructurings, Layoffs and Revised Business Plans Increases Need for Improved Employee Communication

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The rapid pace of layoffs, restructurings and other organizational changes is increasing the need for companies to be more prepared and diligent about staff communication, according to a leading corporate communication consultancy.

“In this environment, it is more important than ever for business leaders to have the communications plans and skills required to manage concerns and align their most important asset -- their people -- with business goals.,” says Aniko Czinege, president and founder of Workwise Communication.

“With the downturn, employees at all levels are wondering what the future will bring,” says Czinege. “It’s hard to imagine, but companies often focus more on speaking with the people they’re letting go, and forget about the people they need and want to retain.”

Workwise Communication has identified a growing need for organizations that need to quickly put together a communications plan for a restructuring or layoffs. Czinege says “We work with all the stakeholders for one day and at the end we have a workable communications plan that can be immediately be put into use. This has proven to be a highly cost effective way when planning like this is so essential”.

A niche consultancy, Workwise Communication’s client list has been growing recently despite the slowing economy. Its services include communications assessments; planning for change; executive coaching; and communications staff workshops.

“We have even been retained to send in sort of a crisis team to manage a company’s internal communications function for a few weeks,” Czinege says.

Founded in 2005, Workwise Communication is a leading strategic communications consultancy focused on helping clients improve staff retention, morale and overall employee engagement during times of change. Clients include small to mid-size businesses and global, Fortune 200 corporations. For more information, click on [www.workwisecommunication.com](http://www.workwisecommunication.com)

Workwise Communication is a niche consulting firm with a broad offering. We are niche because we specialize in employee or internal communication but broad because we offer every aspect of internal communication from developing communication strategies for change to coaching leaders to training managers to communicate.

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