

Using Business Principles to support ethical communication

Internal communications



These take place inside an organisation. The internal stakeholders are the employees. There are many forms of contact between them. Employees work in various parts of the Vodafone organisation and have different roles to carry out.

A key tool to promote better communication in a fast-changing world is an intranet.

Communication flows

* vertically - from the top down, from senior to junior employees. This helps them understand the company's priorities and requirements and improve how tasks are performed. Transparency and openness also allows information to flow upwards. This enables senior managers to be in touch with employees' concerns and ideas.

* horizontally – across teams and departments. This helps individuals carry out their roles effectively and to complete tasks.

Tools for internal communication

A key tool to promote better communication in a fast-changing world is an intranet. This works like the Internet but access is restricted to people within the business.

Given the ease of sending emails and texts, message overload can be a problem. Vodafone prioritises messages to its employees to ensure that they are received in a targeted and timely way through their phones, e-mail and other media. Vodafone also uses a firewall to prevent SPAM (or electronic junk mail) to safeguard employees.