

Effective Internal Communication for Global Organizations Cheat Sheet

4 key considerations for internal communicators in global organizations

Cultural Assumptions



Always be respectful of cultural diversity. Avoid making assumptions around things like religious holidays, and be careful with using non-translatable colloquialisms.

If you need to reference a cultural holiday that may not be celebrated across all cultures or religions, use wording like - "Many of our colleagues will be offline to celebrate XXX on XXX".



Time Zones

Did you know there are 11 different time zones in the US alone? Keep timings front of mind when scheduling company events or managing publishing schedules.

When scheduling a company-wide All Hands, consider arranging multiple sessions to cover different time zones. Working for a multinational organization should not mean employees are expected to regularly log in outside their working hours.

Representation



Intentionally amplify the voices of employees across different countries and regions. Make a conscious effort to identify and involve regional representatives to help keep you on track.

Make sure you're as diverse as possible in your internal messaging by ensuring fair representation of team members right across the globe, spotlighting stories, customer wins, and exciting innovations on central channels.



Connection

Consider the ways you can encourage connection between employees in different countries, such as international buddy programs and inclusive workplace tech.

Wherever you can, proactively facilitate connections between employees across your global workforce. A human-centric employee experience platform helps build community across the global workforce by bringing everyone together into one virtual room.