



Thomas Halder

Effective internal communication isn't just about sharing information – it's about creating connection, inclusion, and inspiration. Over my 15+ years of experience in onboarding and workplace experience, I've seen how the right communication practices can transform company culture.

Here are my Top 5 ideas to elevate communication and bring your people closer together:

1. Diversity Calendar – Celebrate what makes us unique

A Diversity Calendar helps acknowledge and celebrate the variety of cultures, traditions, and milestones within your company. Whether it's International Women's Day, Pride Month, or cultural holidays, recognition creates belonging.

Tip: Go beyond just posting a message – invite employees to share stories, host small events, or spotlight personal experiences.



2. Weekly Leadership Notes – human and transparent

A short, authentic weekly message from leadership builds trust and clarity. It doesn't need to be long – but it should be real. Share wins, challenges, and shout-outs. People value honesty and connection.

3. Interactive Town Halls – two-way, not one-way

Company-wide meetings should be conversations, not monologues. Add live Q&A, polls, and shout-outs. When people feel heard, they feel engaged.

4. Recognition Rituals – highlight contributions regularly

Recognition doesn't need to wait for annual reviews. Build simple rituals: a "Thank You Thursday," a peer-to-peer recognition board, or spotlighting team successes in company channels. Recognition fuels motivation.



5. Employee-Led Content – give people a voice

Let your people shape the communication. Internal podcasts, blog posts, or spotlight videos allow employees to share their stories and expertise. This fosters authenticity and inspiration. Done well this will even help you in your employee branding and with that in snatching up the best talents.

Final Thought – Smile & Shine

Great communication is about more than updates – it's about connection, inclusion, and inspiration. When people feel seen, celebrated, and valued, they don't just listen – they engage, contribute, and thrive.

That's how communication becomes culture. And that's how companies help their people – and their purpose – **Smile & Shine**.

About Thomas Halder

I am a certified Business Coach (IHK) with over 20 years of experience in onboarding, training, people development, and change management. I have built international teams, onboarded employees, and implemented sustainable learning concepts – at DR SMILE, Klarna, Solaris, and beyond

My areas of expertise include communication, self- and time management, and agile leadership. What matters most to me is motivating people, recognizing potential, and successfully driving change. Colleagues describe me as "positive, full of energy" and "a coach who makes others shine."