



INTERNATIONAL ASSOCIATION OF
BUSINESS COMMUNICATORS

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Contact: Dianne Chase
704-442-9199

COMMUNICATION: OVERHEAD OR ESSENTIAL SERVICE?

International Association of Business Communicators/Charlotte Presents Program On New Study by 'Watson Wyatt Worldwide'

Charlotte, NC -(March 19, 2004) -If your business or profitability is down, part of the problem might be that your employees don't know the business strategy, don't trust their managers or don't know that customers are complaining.

The good news is, the fix might take more communication sense than dollars and cents. According to a study by Watson Wyatt Worldwide, one of the factors contributing to whether your profits can rise and fall is how well you communicate with employees. According to the research, companies with the most effective employee communication programs provided a 26 percent total return to shareholders (TRS) from 1998 to 2002 compared to a -15 percent TRS experienced by firms that communicate least effectively. The study also found that a significant improvement in communication effectiveness is associated with a nearly 30 percent increase in market value.

High levels of effective communication were also shown to have a positive impact on employee turnover. According to the survey, companies that communicate most effectively are more likely to report turnover rates below those of their industry peers than companies that communicate less effectively (51.6 percent vs. 33.3 percent).

The details of Watson Wyatt's "*Communication ROI Study: Connecting Organizational Communication to Financial Performance*" will be the topic of a presentation in Charlotte, April 7. John Finney, senior consultant and research liaison for Watson Wyatt's Communication Practice, will discuss nine communication practices directly linked to increases in shareholder value.

The program, sponsored by the Charlotte Chapter of the International Association of Business Communicators (IABC), begins at 11:30 a.m. Wednesday, April 7, at the Dunhill Hotel, 237 N. Tryon St. Reservations, due by April 2, can be made by contacting the groups web site at www.ciabc.com or by calling Kelly Noyes in Charlotte at (704) 805-2707.

IABC/ Charlotte is a not-for-profit professional organization, organized in 1970. IABC links communicators in a global network that inspires, establishes and supports the highest standard of quality and innovation in organizational communication. More than 13,700 IABC members work in 58 countries.

John D. Finney has more than 18 years of experience in organizational and corporate communications, including leadership roles for large health care and teaching organizations. Mr. Finney has master's degrees in journalism and political science and served as IABC International Chairman; 1997-98. His areas of specialty include communication audits as well as corporate communication strategies and action plans.

Watson Wyatt Worldwide is a global consulting firm which specializes in technology solutions, financial and insurance services, employee benefits, and human capital strategies. Watson Wyatt's *Communication ROI Study*TM included responses from 267 Fortune 1,000 and Pension & Investment 1,000 organizations.

Note to Editors: For a photo of John Finney and/or to make arrangements for a telephone interview in advance of the meeting, contact Dianne Chase: 704-442-9199

Event Quick Facts:

Date: Wednesday, April 7, 11:30 a.m. to 1:00 p.m.

Event: Charlotte Chapter of the International Association of Business Communicators (IABC) April Professional Development Luncheon

Topic: Communication: Overhead or Essential Service?

Speaker: John D. Finney, Senior Consultant and Research Liaison for Watson Wyatt's Communication Practice

Location: The Dunhill Hotel, 237 N. Tryon Street, uptown Charlotte. Complimentary self-parking available.

Cost: \$20 for members, \$25 for guests, \$15 for students. (Please note that any cancellations to RSVP's must be made by the RSVP deadline. Those who RSVP and do not show for the event will be invoiced.)

RSVP Deadline: 5:00 p.m., Friday, April 2, at www.ciabc.com or by calling Kelly Noyes at (704) 805-2707. Please be sure to provide an e-mail address. If you prefer a vegetarian dish at lunch, please let us know when you RSVP.

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Dianne Chase
Senior Delegate
International Association of Business Communicators/Charlotte
Phone: 704.442.9199
E-mail: dianne@alacartepr.com