

The State of Internal Communications 2025

Obstacles and opportunities facing leaders today

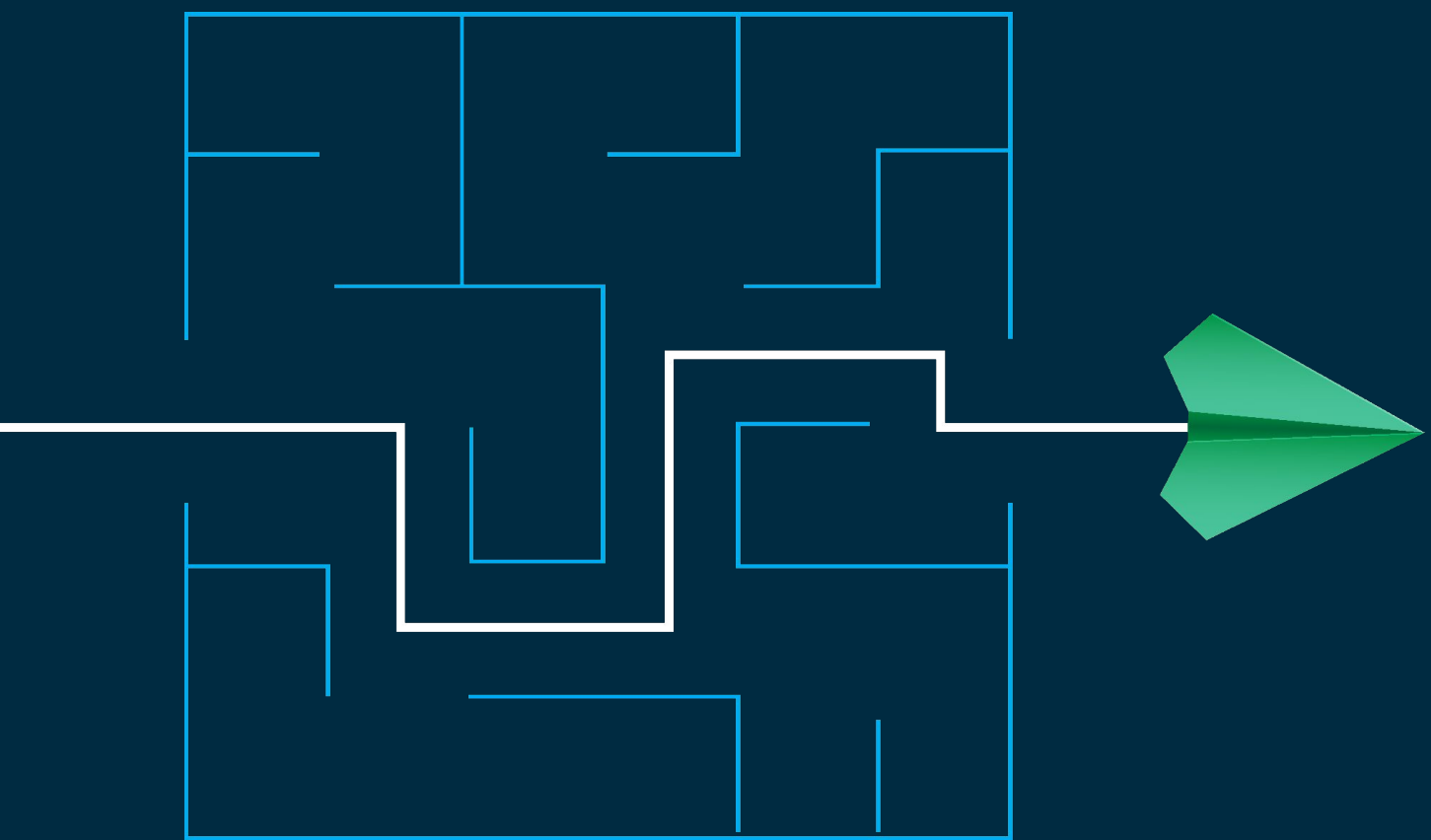


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Introduction

Internal comms isn't what it used to be. The days of blasting out company newsletters and calling it a day are long gone. These days, internal comms pros are juggling strategy and tech, all while proving value. And they're playing an important role shaping the future of their organizations.

In 2025, the global workplace reflects new and evolving challenges: the rise of technology tools like AI, the continued move toward a hybrid workforce, and shifting employee expectations.

So what's actually keeping comms leaders up at night? Which challenges matter most right now, and how can they stay ahead?

To better understand what's going on, we surveyed 100+ internal comms leaders worldwide, mostly from large organizations within a range of industries. Here's what we collected their direct feedback on:

- **The unspoken challenges** communication leaders are dealing with
- **The hidden obstacles** getting in the way of effective communication
- **Smart strategies and recommendations** on how to move forward

This report explores what's going wrong and what's going right with internal comms today, and what leaders can do to improve. Our goal? **Help comms leaders identify common challenges and address these hurdles, together, as a community.**

Let's dive in!

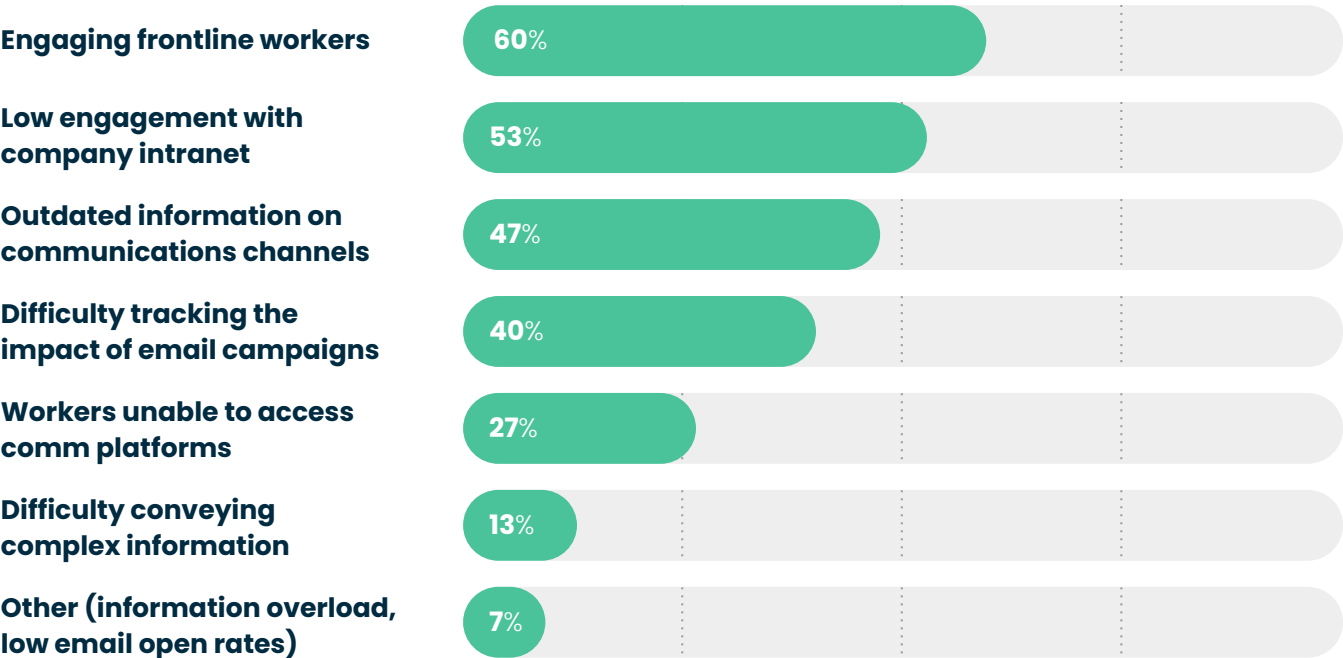
60% of internal comms leaders struggle to engage frontline workers

They're the first to greet customers, deliver services, and represent your brand. Yet, frontline workers often feel left out of the conversation. This disengagement isn't just a morale issue—it has tangible business impacts. According to Gallup research, actively disengaged employees cost the U.S. economy between \$450 billion and \$550 billion annually in lost productivity (McKinsey).

Where are you struggling?

When asked which communication challenges they have experienced in the past year, internal comms leaders reported they aren't reaching all of their employees as effectively as they would like. The most prevalent challenges reported are difficulty engaging frontline workers (60%) and issues related to outdated information (47%) and low intranet engagement (53%).

Challenges Faced



Employee engagement is still so hard

In today's diverse, distributed workplaces, connection isn't a nice-to-have—it's essential. With teams spread across geographies, departments, and backgrounds, clear, inclusive communication is the glue that holds company culture and strategy together.

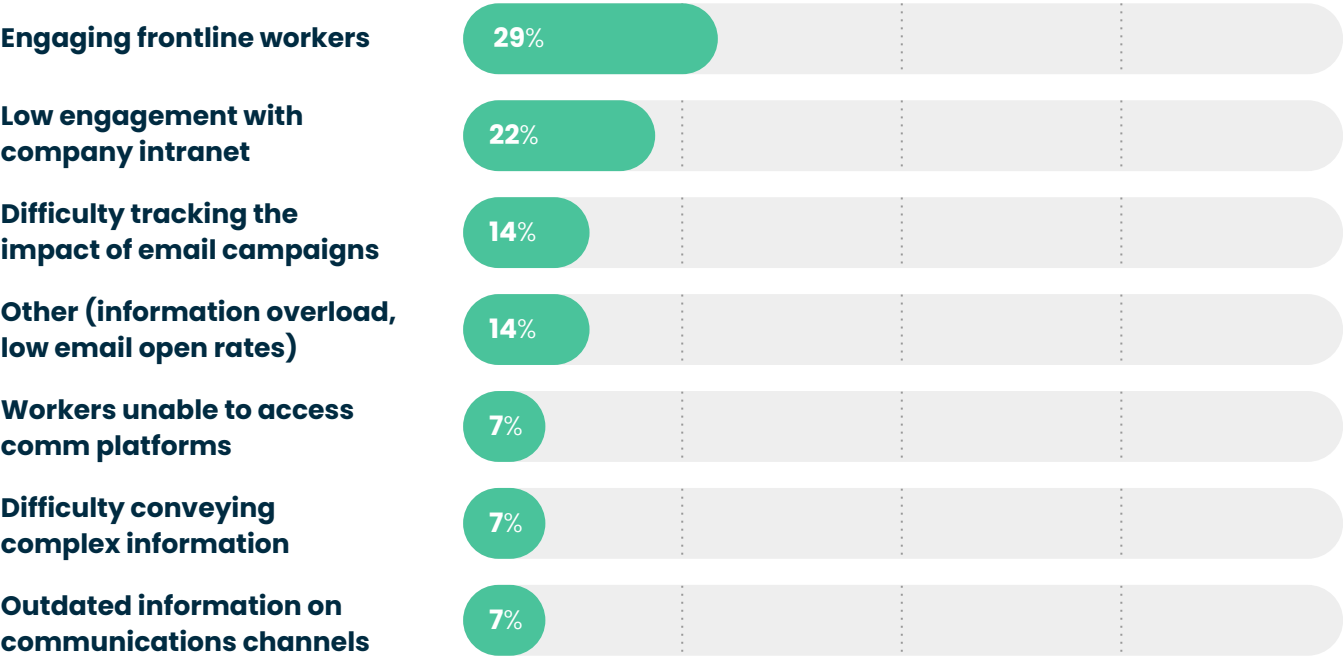
Employee engagement starts with understanding. When internal comms are effective, employees are more likely to relate to company goals—and feel motivated to contribute to them.

But if they're not in the loop? Then they're missing out on alignment, trust, and a shared sense of purpose.

What is your biggest pain point?

When asked to identify their top communication challenge, internal comms leaders again pointed to difficulty engaging frontline workers (29%), with low engagement with the company intranet a close second (21%). This finding reveals that internal comms leaders recognize the need to prioritize tools and channels that will connect better with the workforce.

Top Challenges



The burden of too much information

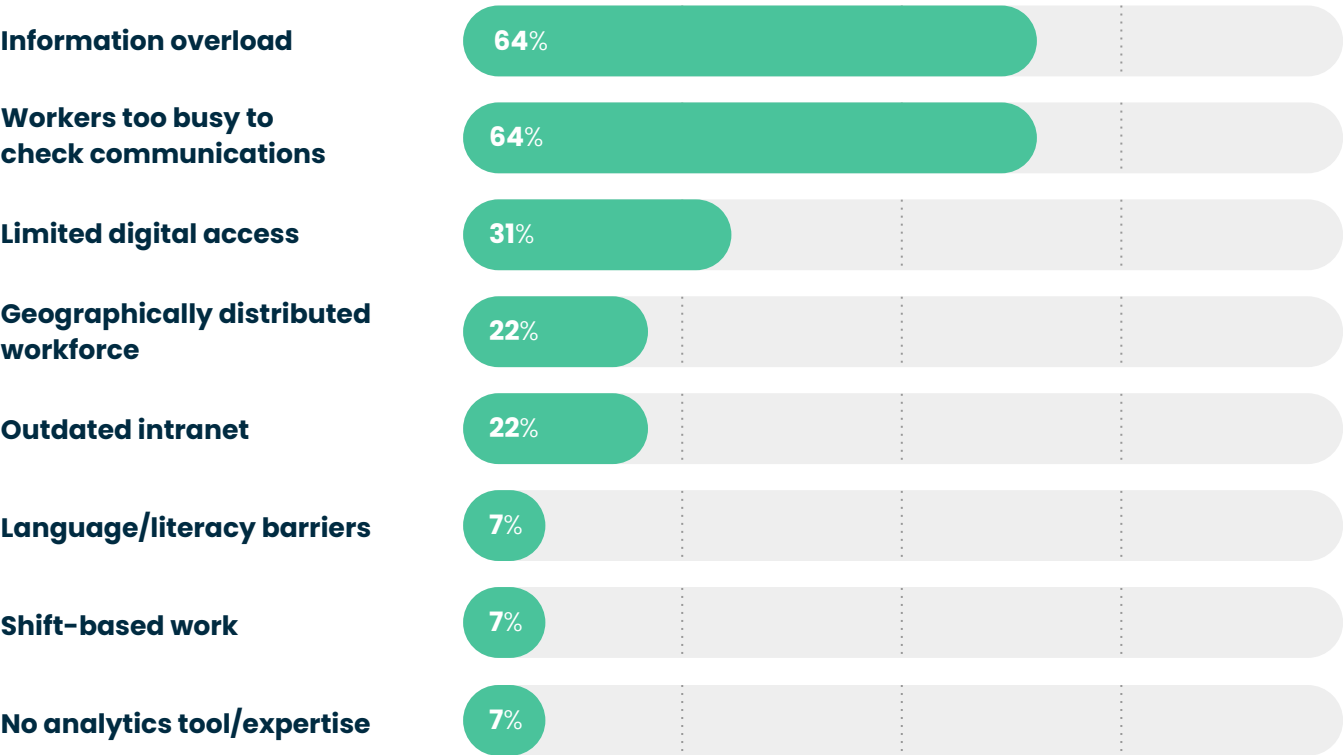
One of the top reasons employees miss important updates? They're overwhelmed. Too many messages, too little relevance—and not enough time to sift through it all.

To cut through the clutter, internal comms teams need to shift from volume to value. That means more personalization, smart automation like AI-powered chatbots, and regular feedback loops to understand what's landing (and what's not). Establishing a clear, predictable cadence also helps employees know when to tune in—so comms stop feeling like extra work, and start feeling essential.

What do you think is causing your biggest challenges?

The most frequently cited potential causes for the top communication challenges are information overload (62%) and heavy workloads limiting time to check communications (62%). Limited digital access (31%) is also a significant contributing factor, particularly relevant to engaging frontline workers.

Top Culprits



What's working today

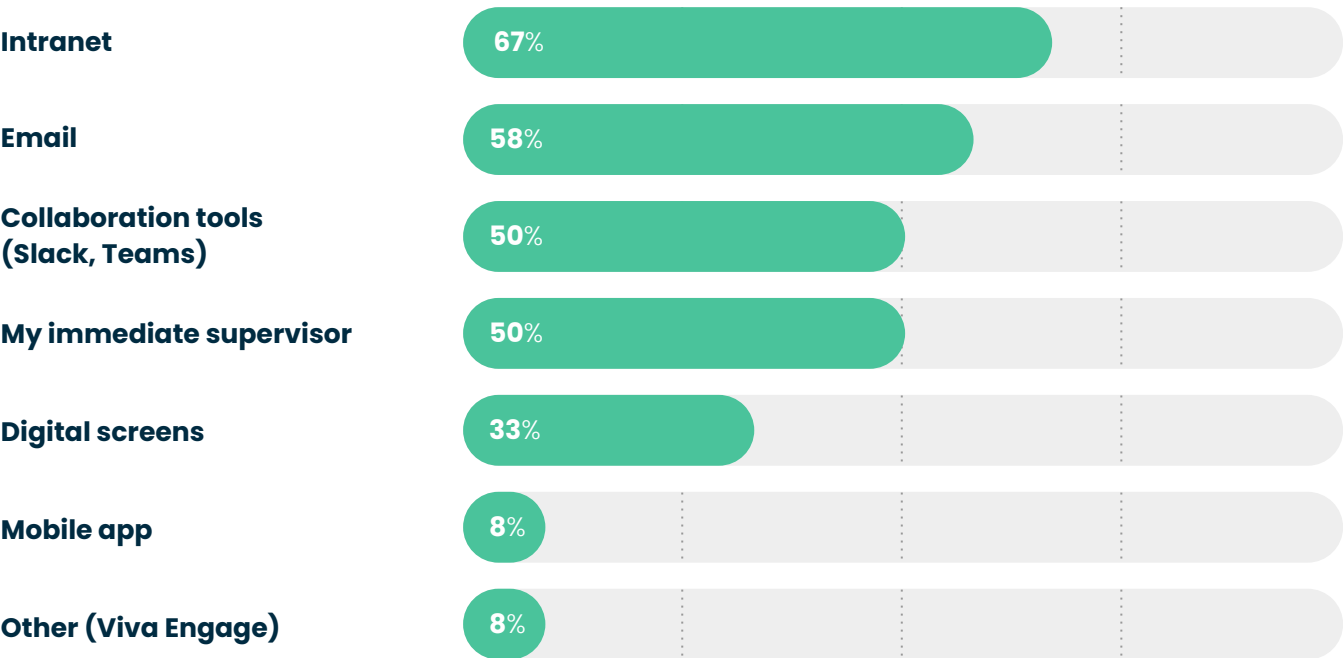
While intranets and email remain go-to tools for internal comms leaders, relying solely on these legacy channels isn't enough to meet the needs of today's diverse, dispersed workforce. Employees are engaging across a wider range of platforms. Successful communication hinges on meeting them where they are.

It's not just about choosing more channels; it's about choosing the right ones. That means delivering timely, relevant messages in formats your employees actually prefer.

Which channels do you find most effective for disseminating internal comms?

The intranet (67%) and email (58%) are perceived as the most effective channels for disseminating information. Workplace collaboration tools and direct communication through immediate supervisors are also considered important (both at 45%).

Preferred Channels



The path forward — in your words

We asked, and internal comms leaders answered! Here are some of the most insightful industry best practices and advice, shared anonymously.



On reducing communication volume:

"Streamline calendars. Limit the number of comms per week. Bundle messages."

"Less one-off emails."



On focusing on content and engagement:

"Create engaging newsletters with strong visuals. Tell the stories of your employees and their peers."

"Make it short, simple. and engaging. Use TL;DRs."



On strategic communication principles:

"Always start with the 'why.' Communicate when you need to, not for the sake of it. Constantly monitor, assess, and tweak your approach to do more of what works."



On leveraging digital platforms effectively:

"Use an intranet for communications."

"Use an emailing tool with AI-integrated language translation."

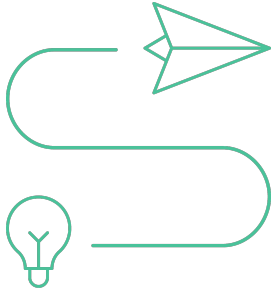
"Perform a channels audit to make sure you're still pushing the right messages in the right places."



On ensuring accessibility and reach:

"Consider digital signage for those without internet access."

"Use multi-channel communications. Disseminate information on multiple platforms to ensure most employees are receiving the information."



Looking ahead

As we look to the remainder of 2025 and the years ahead, internal comms pros have a mix of challenges to address as they strive to meet their goals of building an aligned and engaged workforce.

Communicating with frontline workers and getting more employees to engage with company intranets stood out as top blockers, suggesting a need for tailored strategies that address accessibility, relevance, and resonance. Information overload and heavy workloads are significant barriers to effective communication, indicating a need for more personalized and strategically timed communications.

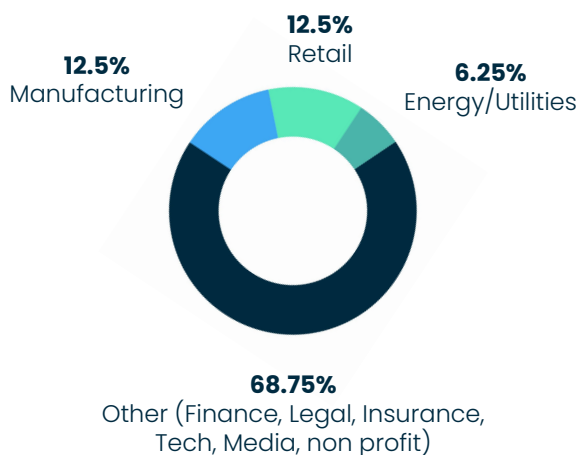
That means investing in better intranet experiences and email communications, and multi-channel delivery such as mobile apps, collaboration tools, and digital screens to ensure comms cut through the noise to reach the right audiences at the right times. Doubling down on clear, concise messaging will help leaders convey important information without overwhelming teams further.

Ultimately, comms leaders who embrace thoughtful and adaptable strategies, along with the latest tech to keep everyone connected, will be best positioned to guide their workforces through future waves of change with confidence.

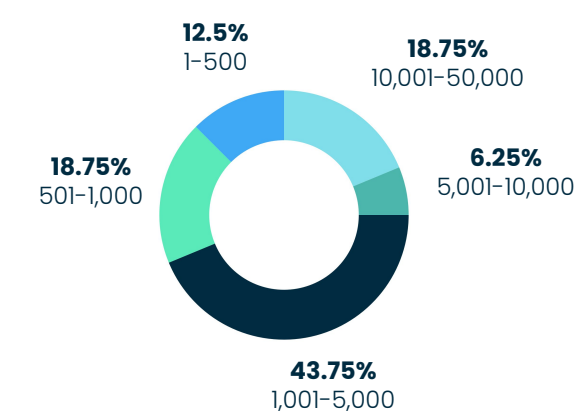
Who we surveyed

In March and April of 2025, we surveyed **100+ internal comms leaders and practitioners** from **around the globe** working in **diverse industries**

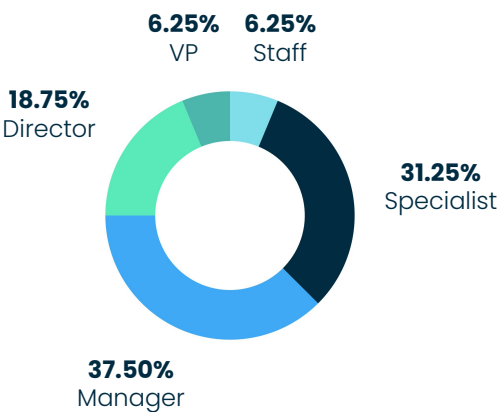
Industries



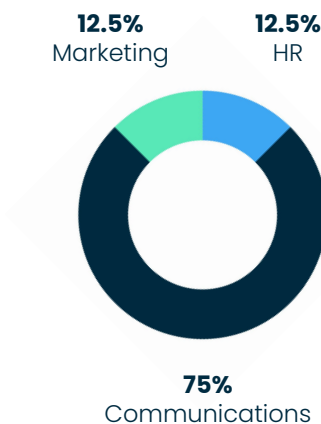
Company Size



Job Level



Role





Modus is a people-centered, tech-forward, strategic digital consultancy that helps leading organizations solve core business challenges and discover innovative opportunities. Headquartered in NYC with offices worldwide, we design, build, and market digital products and experiences that people love.

For more information, visit modusdigital.com



Staffbase is a high-growth, deeply experienced provider of employee communications platforms for enterprise companies. The mobile compatibility of the company's platform allows employers in manufacturing, healthcare, logistics, automotive, retail, and energy & utilities, to securely reach their employees everywhere with reduced complexity. Staffbase solutions give employees greater access to the corporate information that's relevant to them, along with tools for the modern digital workplace, including existing intranets.

Staffbase provides branded solutions for more than 2,500 leading companies worldwide who are transforming their employee communications, including Adidas, Audi, Blue Apron, DHL, Paulaner, UC Health, and Vestas. Staffbase has received the 2023 Choice Award for Intranet and Employee Experience Platforms from ClearBox Consulting and is again the #1 Employee Communications Software on G2.

Please visit staffbase.com for more information