

'Speak Now': 5 Internal Comms Lessons from Taylor Swift



Listen closely and you'll find the pop queen's lyrics are full of employee comms wisdom.

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Feel like you're stuck in a rut with your internal comms strategy? Maybe like you need to *shake it off*? Or perhaps you're bored with the day-to-day of your position, feeling like you know your work *all too well*.

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Here are five lessons internal communicators can learn from the queen of pop herself, Taylor Swift.

Read on for some tips and tricks you wouldn't have thought of in your *wildest dreams*, pulled straight from five of Swift's most iconic tracks.

1. You Belong With Me

Have you ever tried to convince your employees to stay with your company through employee experience messaging?

Swift is making a similar case in "You Belong With Me" as she tries to convince a good friend that his girlfriend just isn't right for him, and that he'd be better off with her.

"If you could see that I'm the one who understands you / Been here all along, so why can't you see? / You belong with me, you belong with me," she sings.

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