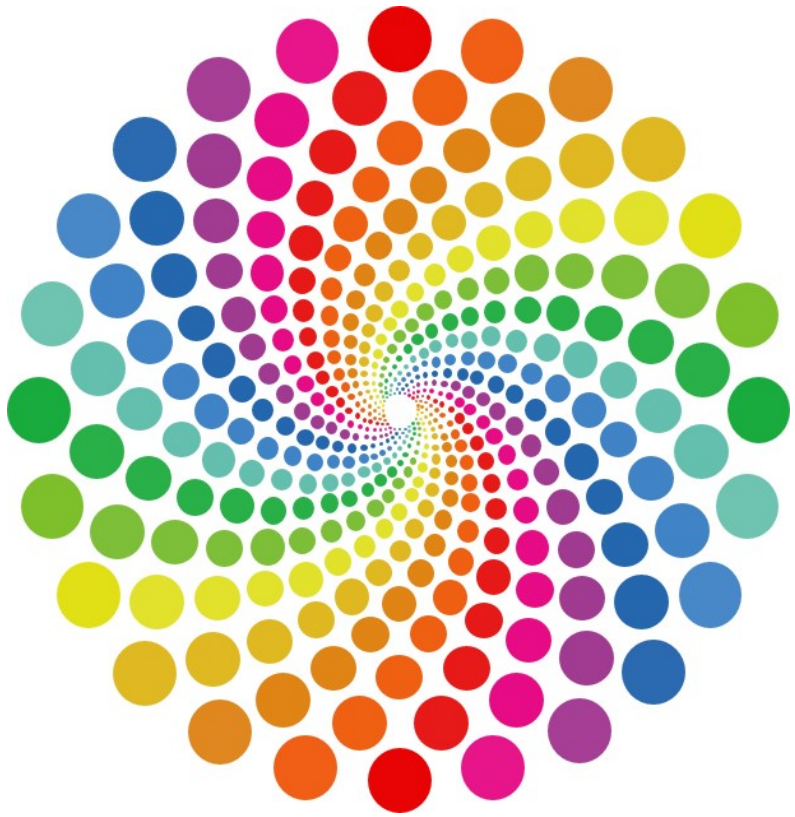

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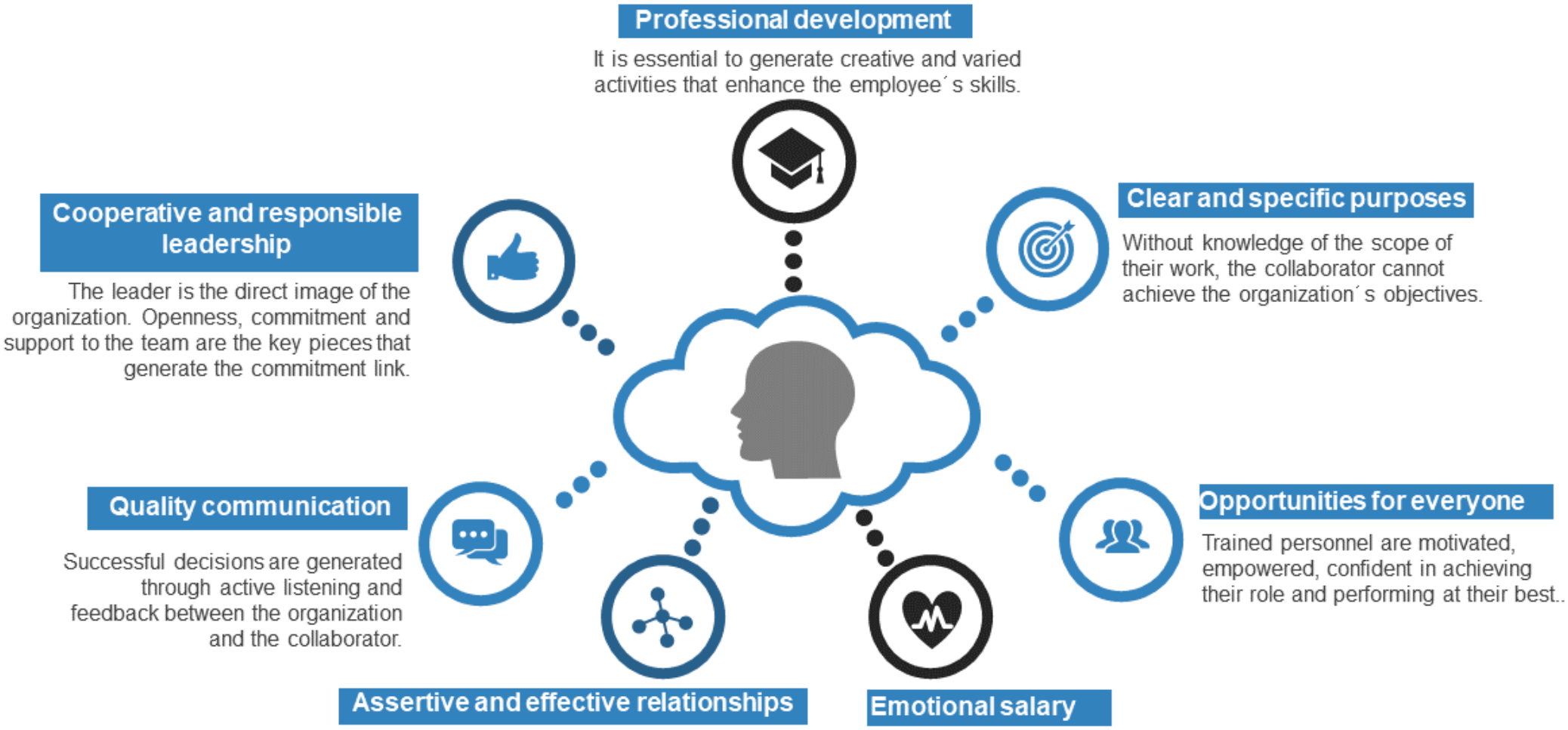
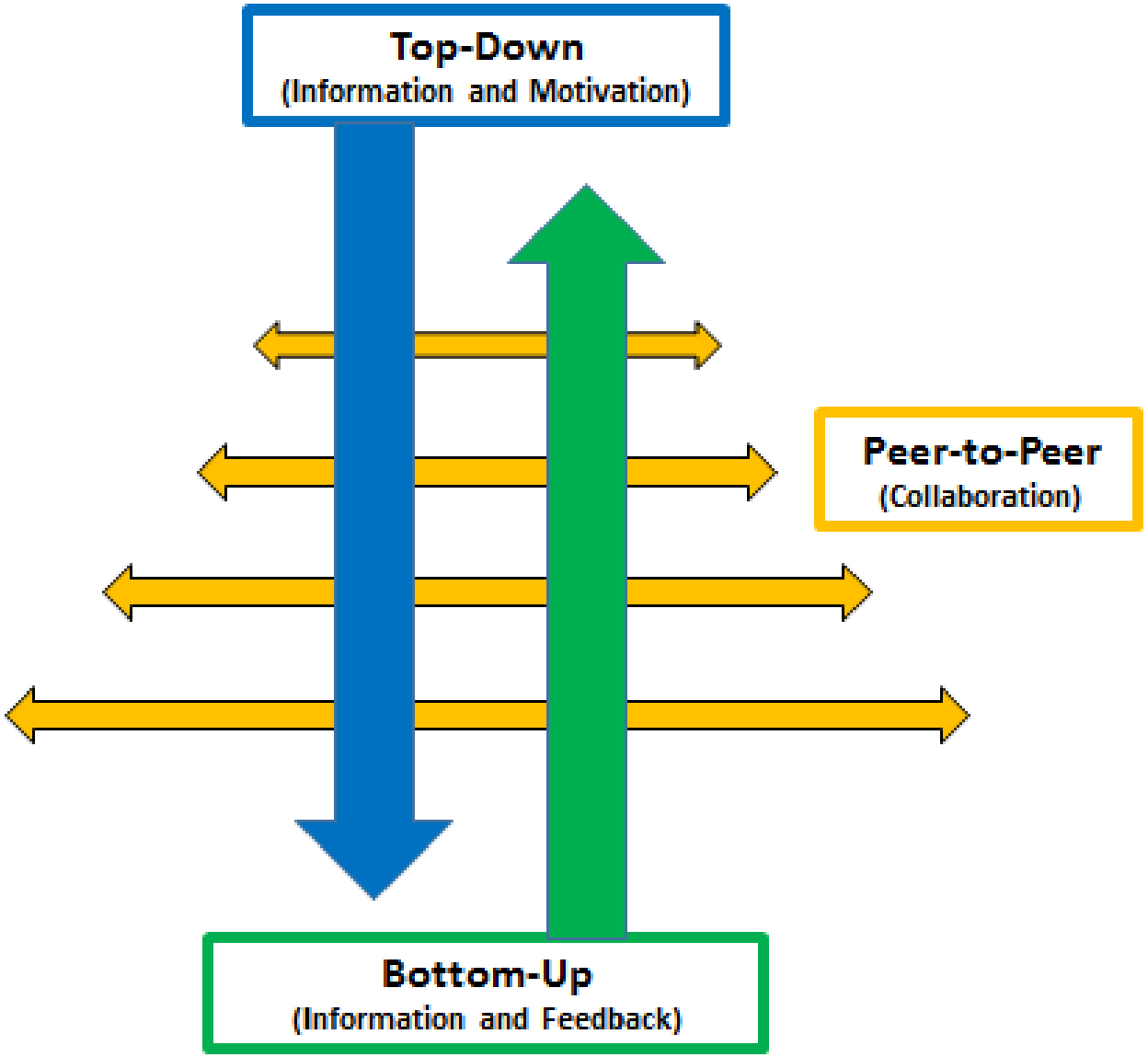
STRATEGIC COMMUNICATIONS FRAMEWORK FOR STATISTICAL INSTITUTIONS PHASE II

EMPLOYEE ENGAGEMENT AND INTERNAL COMMUNICATIONS

Employee Engagement



Internal Communications Flow



Mission, Vision and Values

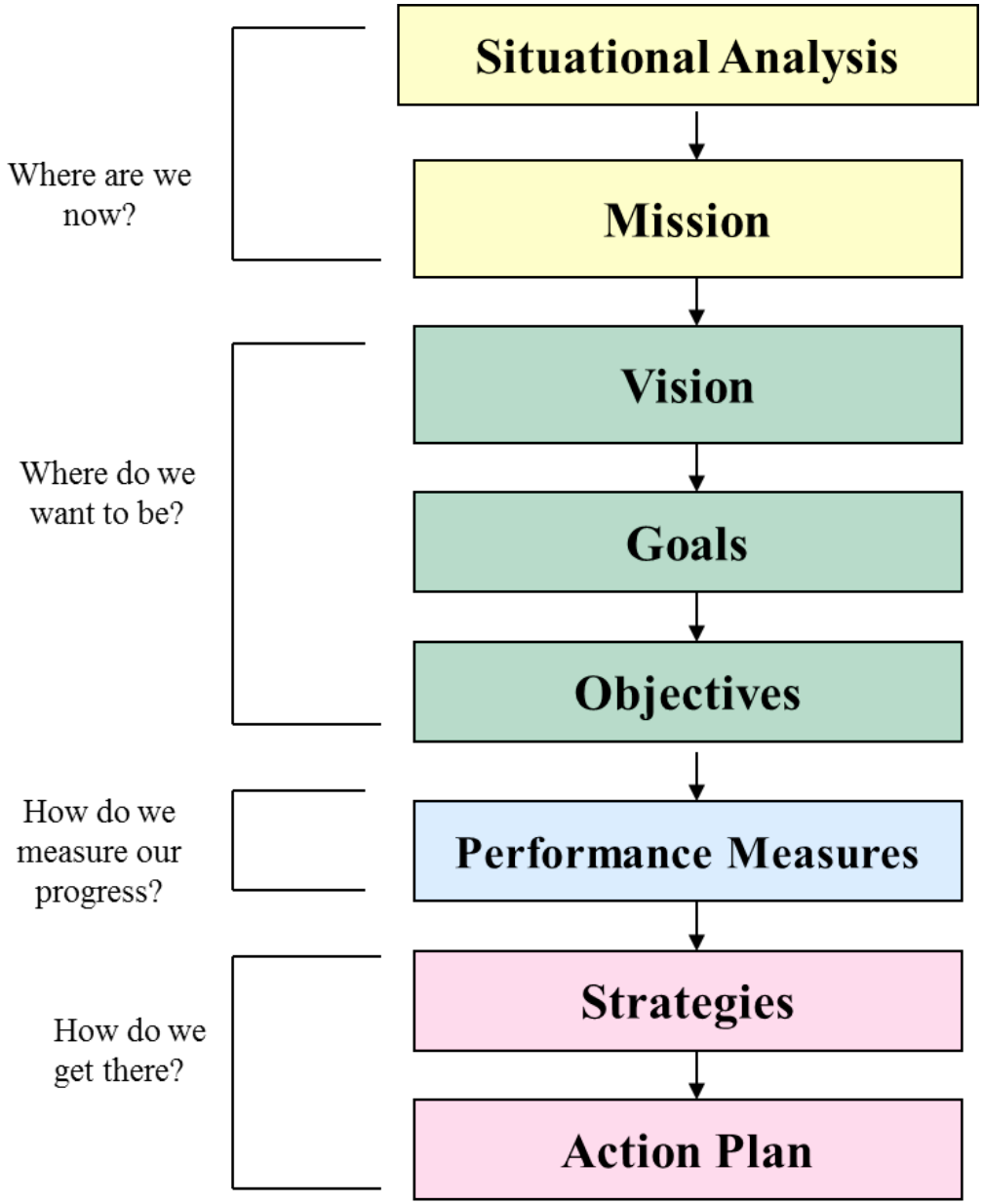
ORGANIZATIONAL CULTURE

A **MISSION statement** is about the present

A **VISION statement** is about the future

An organization's **VALUES** are its guiding principles

Strategic planning for effective internal communications



Roles & Responsibilities

Roles: Responsible person/group	Communication activity
Chief Executive (Chief Statistician, President, Director General)	Champion the organization's internal communication activities; communicate information relating to strategic objectives directions, and policies
Management Board	Approve communication plans
Head of communication	Communication of operational issues, building tools, functionality, events, messages; identification of internal communication gaps; development and implementation of communication plans, receiving and channeling feedback from employees
Managers/ senior leaders	Communicate management decisions to staff; receive staff feedback and concerns
Human Resources	Communicate management decisions to staff; receive and channel feedback from employees
Employees	Provide feedback and communicate staff issues

STAKEHOLDER ENGAGEMENT

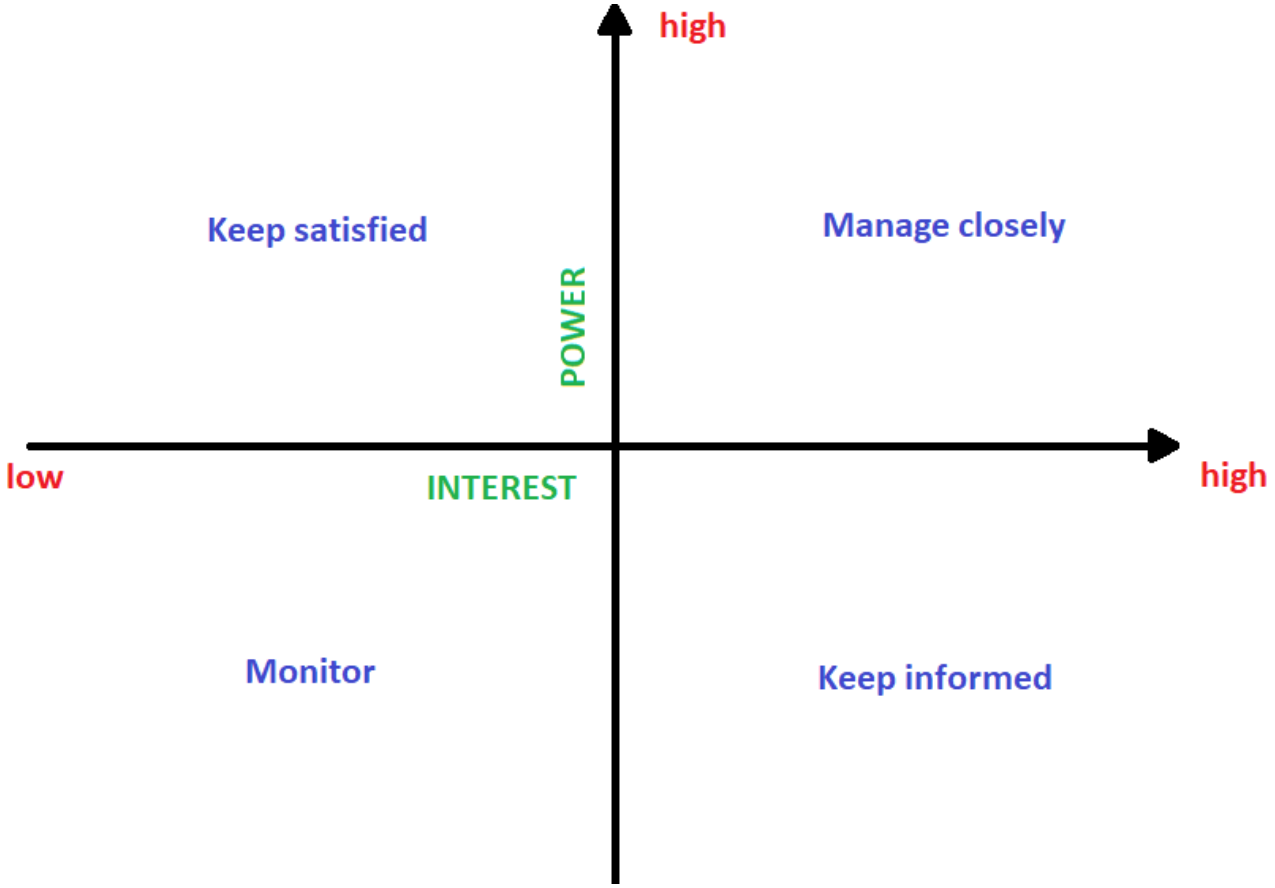
Stakeholder identification

Stakeholders are primarily anyone with an interest in the NSI's business

User is typically used to define a person or organization that is in receipt of a service

Audience is more typically used with communications as it defines who is trying to be reached

Stakeholder mapping



Turning intelligence into action

After grouping stakeholders, **define the activities** required to reach them…

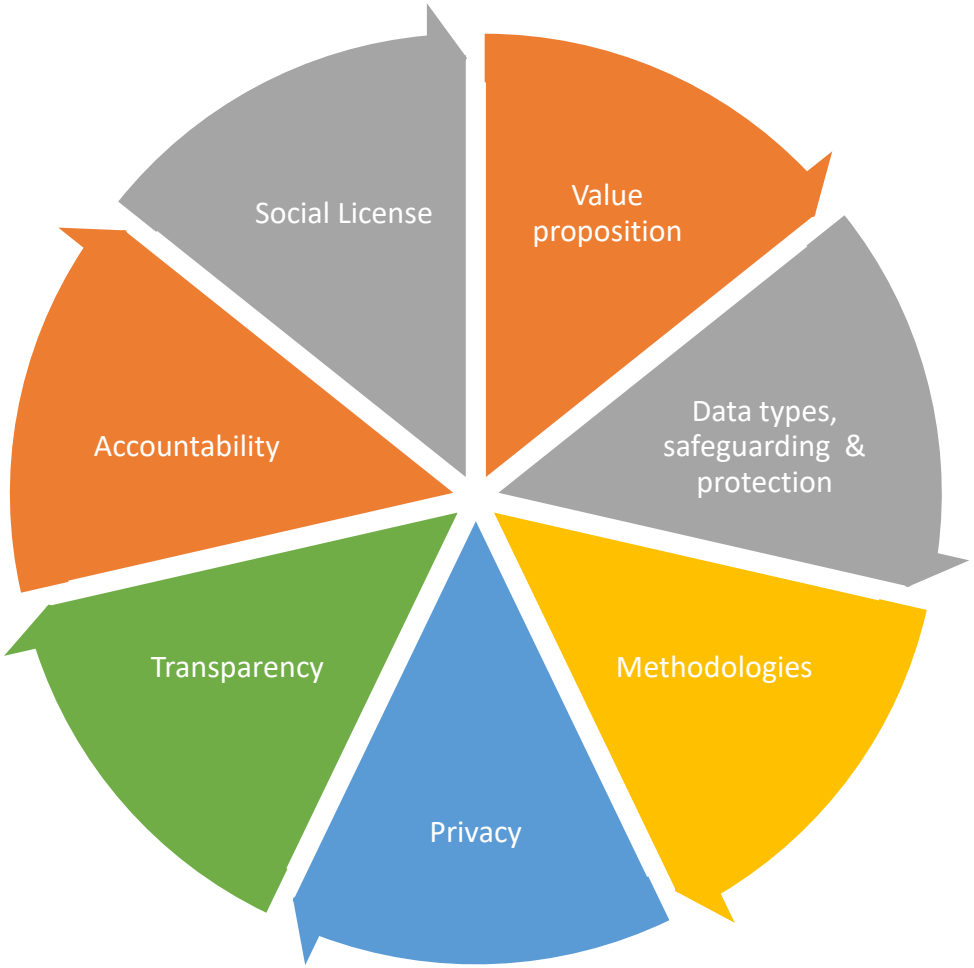
…determine who is responsible for managing the relationship.

Then categorize the relationship…

Strategic relationships would typically be conducted by senior management.

Operational relationships should be carried out by the experts or specialists

Develop a stakeholder relationship plan

- Step 1 – Context analysis
- Step 2 – Identify & evaluate stakeholders
- Step 3 – Define stakeholder objectives
- Step 4 – Tailor communications
- Step 5 - Timing
- Step 6 – Engagement plan template

Public acceptance of a national data strategy