STRATEGIC COMMUNICATIONS FRAMEWORK FOR STATISTICAL INSTITUTIONS PHASE II
EMPLOYEE ENGAGEMENT AND INTERNAL COMMUNICATIONS
Employee Engagement

Professional development
It is essential to generate creative and varied activities that enhance the employee’s skills.

Cooperative and responsible leadership
The leader is the direct image of the organization. Openness, commitment, and support to the team are the key pieces that generate the commitment link.

Quality communication
Successful decisions are generated through active listening and feedback between the organization and the collaborator.

Assertive and effective relationships

Clear and specific purposes
Without knowledge of the scope of their work, the collaborator cannot achieve the organization’s objectives.

Opportunities for everyone
Trained personnel are motivated, empowered, confident in achieving their role and performing at their best.

Emotional salary
Internal Communications Flow
Mission, Vision and Values

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

- Situational Analysis
  - Where are we now?
- Mission
  - Where do we want to be?
- Vision
  - Goals
  - Objectives
  - Performance Measures
  - Strategies
  - Action Plan

- How do we measure our progress?
- How do we get there?
### Roles & Responsibilities

<table>
<thead>
<tr>
<th>Roles: Responsible person/group</th>
<th>Communication activity</th>
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<tbody>
<tr>
<td>Chief Executive (Chief Statistician, President, Director General)</td>
<td>Champion the organization’s internal communication activities; communicate information relating to strategic objectives directions, and policies</td>
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<td>Management Board</td>
<td>Approve communication plans</td>
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<td>Head of communication</td>
<td>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</td>
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<tr>
<td>Managers/ senior leaders</td>
<td>Communicate management decisions to staff; receive staff feedback and concerns</td>
</tr>
<tr>
<td>Human Resources</td>
<td>Communicate management decisions to staff; receive and channel feedback from employees</td>
</tr>
<tr>
<td>Employees</td>
<td>Provide feedback and communicate staff issues</td>
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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

- Keep satisfied
- Manage closely
- Monitor
- Keep informed
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