

How to take your internal communication to the next level by empowering employees

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Abstract

A good external communication needs a great internal communication. There is no way around this simple fact. Employees that feel involved, will communicate by themselves on the organization, and will be more committed in their day-to-day work.

There is no secret in this knowledge. The hardest thing, as often, is to put this into practice. And that is exactly what we are doing at Statistics Belgium.

Throughout 2019 and 2020, we were looking for methods to enhance our internal communication. We wanted a more direct, two-way communication that addressed all employees. Our quest was temporarily put on hold due to COVID-19, where other priorities became first on the list.

In this period of testing and try-outs, we thought that the solution was clear: tools. We needed better tools to develop our internal communication in a more diverse way.

But in 2020, probably also due to COVID-19, we discovered that the real challenge were not the tools, but people. People keep being in contact with one another, no matter what tools are available. Colleagues working closely together, even in a remote situation. Colleagues still having a laugh, sharing ideas, being there for each other.

This is why, since May 2021, Statistics Belgium has a group of ‘ambassadors for internal communication’. These ambassadors have two clear roles:

1. Developing a new, interactive intranet where they will edit: they will be able to write articles, make photos, videos... and post them directly for all colleagues to be seen.
2. Working in an innovative and connecting way, by organizing all kinds of small events where colleagues can connect informally.

Being months further now, the response of our group of 22 ambassadors was great. We organized both online and offline events, we developed welcoming postcards and other connecting projects, and we are in the process of finalizing our intranet. I hope to be able to share this with you in October.

We will keep on working on this project, and I will share what we learned from the experience up until the conference. Anyhow, it is clear that giving a part of the internal communication back to the employees, is a great way to change and to take the internal communication to the next level, from one-way communication (mostly on HR topics) to a two-way communication on much broader topics, both work-related and more informal.



Note: all ambassadors chose voluntarily to participate in this project. Statistics Belgium has no manager for internal communication. This project is being coordinated by a team of three: an HR officer, an administrative officer and a communications officer (me).