Empowering employees

Or how to take your internal communication to the next level

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Facts

- Connection between external and internal communication
- Involving employees = commitment
Reality (at Statistics Belgium)

- **Put your money where your mouth is**
- **We lost connection**
What we assumed in 2019

• One big solution: tools
• Testing: Yammer, Fb workplace, Slack...
What we learned in 2020 and beyond

• Not tools but people
• Connection is a human need that might be supported by a tool
And so we launched in 2021

- Not a tool but a group of people
- Representing all teams
- Ambassadors & internal spokespersons
Group of ambassadors

- 22 employees
- Dutch & French-speaking
- All levels
Their role

- Renewing the intranet
- Innovative internal communication
Intranet

Very simple sharepoint-platform
Reactions
Newsletter
Ambassadors as content editors
Intranet: before
Intranet: after
Innovative communication

- Trying new things
- Picking up on ideas from all over the organisation
- Connecting people
First innovative events etc

- Summer walks/picknicks in the city
- Online talks
- New Year activities
- Small & big ideas centralised on ‘connection’
And to conclude

All volunteers
Empowering
Giving the employees a voice
Thank you.

Questions:
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