

# Internal communicators: Never more important

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Public Service  
Communications  
Academy 2021

Partnerships, performance  
and people

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The Covid-19 pandemic has made it obvious that more than ever, companies need to communicate clearly and effectively with their employees

The IC function has been disrupted for the better

According to the Gallagher State of the Sector 2021 (a survey of 800-plus IC professionals) 66% of respondents said their level of influence on senior leaders has increased due to the pandemic

Many leaders learned how important great communication is



## We were ready...

- Our reputation enabled action and empowerment
- Trust opened doors
- We responded in real time
- We kept listening
- Colleagues told us they liked what we were doing

**... because we already knew the power of internal communications**



# My Tasks in a Week in Hackney

Podcast production

Leadership Team Meeting

Comms planning for 16 Days of Activism violence against Women and Girl

Future Workplace

ICT Programme meeting

Staff Reference Group

Journal for our management development programme

CEX Livestream

Change programme workshop

\*\*and BAU Comms\*\*\*\*



# Our Context

Local response to Covid-19 - Vaccines, lockdowns

Hybrid working and a separated workforce

Burnt out workforce

The impact of Brexit

The financial picture

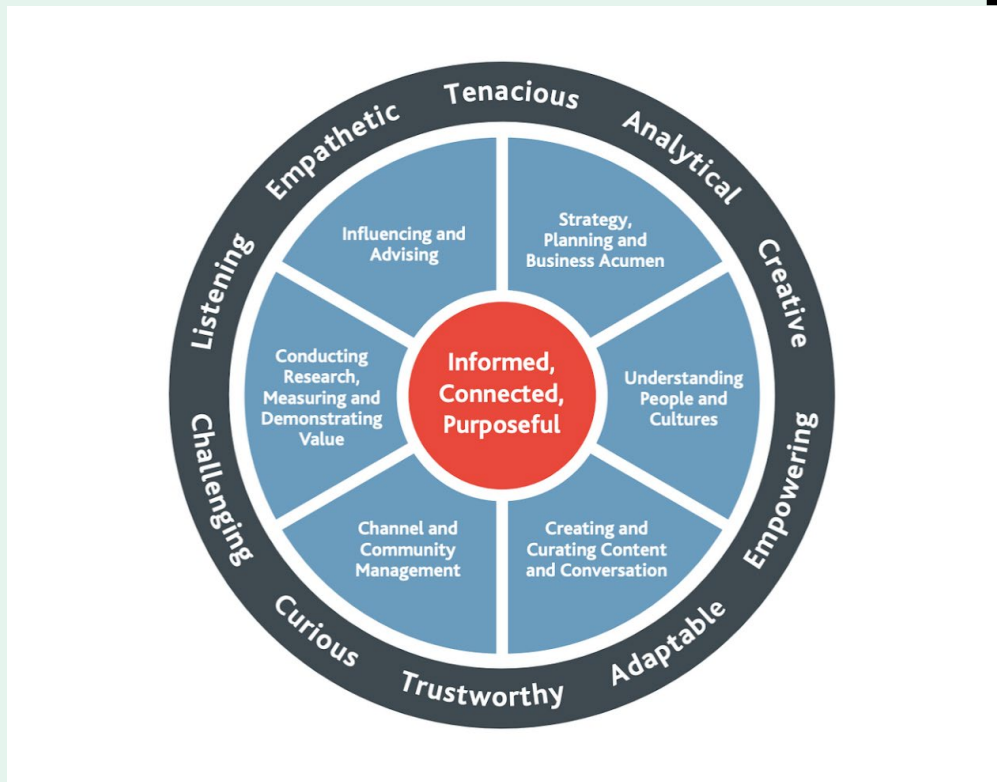
The great resignation

The change in how staff are aware about societal and cultural issues

The reliance on organisations to be a source of truth



# The IoIC Profession Map



# Is your role Internal Communications or Internal Communications and Staff engagement?

- What is the difference and why is it important?
- Why does it matter?
- How do you know?
- Who caress?

# What is next?

- Partnerships
- Performance
- People