

The importance of internal communications – a Chief Executive's perspective

Althea Loderick, Chief Executive of Southwark Council

A quick introduction to Southwark

Our Southwark story

Our place, people, priorities

Southwark, in the heart of London, stretches from the banks of River Thames in the north to Dulwich in the south.

Southwark is home to local bustling town centres including Camberwell, Peckham and Bermondsey, large green spaces such as Peckham Rye, Burgess Park and Sydenham Hill and Dulwich woods, and world-famous landmarks including The Shard, Tate Modern and Shakespeare's Globe.



Our place



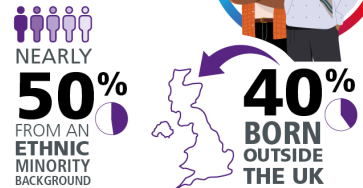
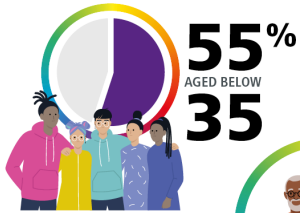
Population density
7th
highest in England

143,000 HOMES
55,000 COUNCIL HOMES



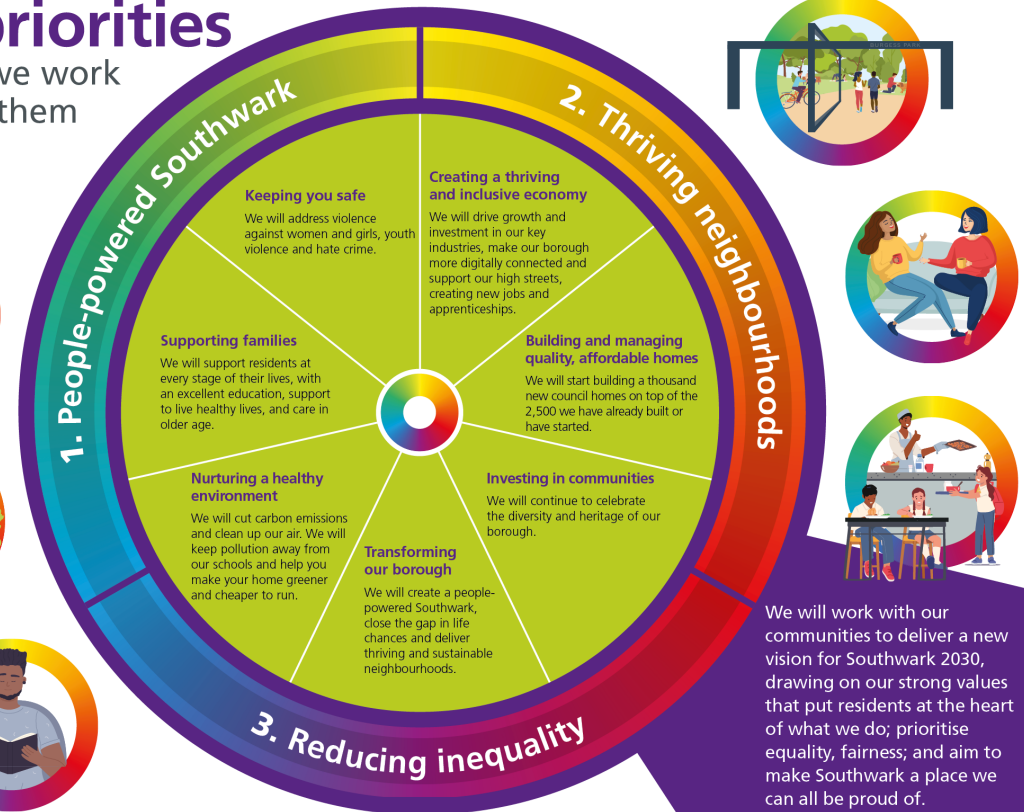
Our people

Over 300,000 people live in Southwark:



Average income varies significantly from north to south of Southwark

Our priorities and how we work to deliver them



Why internal comms matters

Why is internal comms important to me as a Chief Executive?



A good culture relies on good comms

A good culture can empower and drive an organisation forward, whereas a negative culture will hold it back



But don't just take my word for it

The Chartered Institute of Personnel and Development says that good internal communication enables employees to:

- stay connected to their workplace
- understand their organisation's purpose and strategy
- identify with its values
- develop a sense of belonging by understanding how they contribute to a wider purpose

Having a dedicated internal communications team is also associated with higher levels of employee engagement and workers are less likely to leave their organisation, than those without an internal communication team



People power



People power in action

Let's hear from Edward

<https://www.youtube.com/watch?v=42dY9wYxGKM&feature=youtu.be>



And finally....

Any questions?

