



Internal Communications Principles

Our purpose: To inform and inspire colleagues in a way which motivates them to maximise their performance to deliver government priorities most effectively.

How we work: We build strong relationships with leaders, and partner with key stakeholders, to provide strategic and creative communications advice, and deliver activity, to support and enable the organisation to achieve its priorities.

Areas of focus - Depends on organisational need but can include:

- Engaging colleagues in the organisation's purpose, so they can connect their work to the bigger picture.
- Building and influencing the organisation's culture, including a focus on pride and belonging.
- Supporting leaders to communicate effectively with their people, including people policies, and leading through change.
- Leading on strategic internal corporate and cross-cutting insight-driven campaigns.
- Protecting and building reputation including amplifying external-facing activity and contribute to crisis response.

How professional internal communicators add value: We are curious and driven to improve our service. We exercise judgment to decide where to focus attention and what advice to give, based on a strong understanding of and insights into these three areas:

- Organisation's issues and leaders' priorities.
- Organisation's culture and values – including its people and colleague sentiment.
- External environment, including the political and wider government context.

Our work is underpinned by the four Enablers For Success: MacLeod and Clarke (engageforsuccess.org)

- Strategic narrative
- Engaging manager
- Staff voice
- Organisational integrity