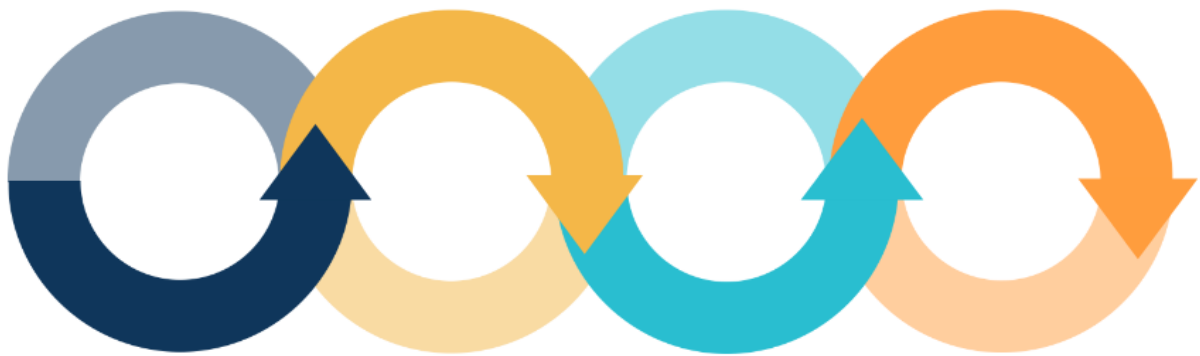


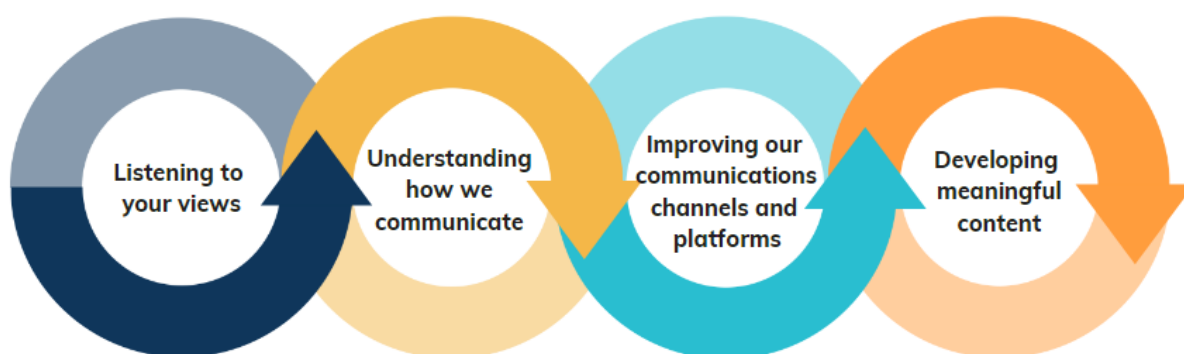
Northern Ireland Assembly Commission Internal Communications Strategy



January 2022

Introduction

1. The work of the Assembly requires us to be engaged, motivated and responsive to meet the opportunities and challenges facing us every day. Over the last 12 months, we have taken a staff-led and innovative approach to internal communications to connect the Assembly Commission as a body of staff.
2. The work of internal communications and the Internal Communications Strategy support the overall delivery of the Assembly Commission's Corporate Strategy and 2018 – 2023 and Corporate Plan 2019 – 2023.
3. Together, we consulted on a draft Internal Communications Strategy and focussed on your ideas and suggestions to develop a new strategy that is meaningful and authentic. At the same time, we also identified new opportunities to connect with staff, generate staff-led content for a new Staff Newsletter and create strategic partnerships across the organisation.
4. This Internal Communications Strategy has been informed by a robust consultation process involving Let's Talk sessions, conversations and discussions and an online survey with a range of colleagues including staff, SMG, Heads of Business, Internal Communications Group and Trade Union Side. The process has helped us to understand where we are, where we want to be and how we get there.
5. Four themes emerged from the consultation and underpin this strategy:
 - a. The value of two-way conversations and listening to your views;
 - b. The importance of understanding how we communicate together as an organisation;
 - c. The need to improve our existing internal communications channels and platforms; and
 - d. How a pro-active, staff-led approach will help us develop meaningful and authentic content.



6. The Internal Communications Strategy embeds the core Assembly Values of **Professionalism, Respect, Impartiality and integrity** by using every platform and opportunity to communicate our core messages, create meaningful values-related content and amplifying that across all our communications channels.
7. The Internal Communications Strategy will be underpinned by detailed annual action plans designed to improve how we plan, deliver and evaluate our internal communications activity.
8. Our approach to internal communications will continue to be staff focused, innovative and joined up.

Aim of the Strategy

9. The aim of this Internal Communications Strategy is to link communication activity to Assembly Commission-wide activities, initiatives and projects to develop an engaged workforce who will meet the opportunities and challenges of the organisation.

What is the definition of an engaged workforce?

One where there is two-way communication between managers and staff; where we all feel valued; where communication is open and consistent; and where we all feel included and respected.



How we will communicate

10. We will continue to look at how, what and when we communicate. We will be innovative and ambitious and regularly ask staff for their views to ensure our channels and platforms are effective and fit for purpose. We will be agile and act on that feedback where we can.



Communication Principles

11. While this Internal Communications Strategy recognises that meetings are the foundation of good internal communications, we will continue to ensure our approach to internal communications is:



Evaluation

12. Evaluation is an integral part of effective communication and we are committed to listening and responding to staff feedback. While the biennial Staff Survey will ensure we gather both qualitative and quantitative evidence about levels of buy in and staff engagement, we will also regularly ask for shorter feedback during live events.

13. This new approach to internal communications allows us to be agile and ambitious, responsive and innovative.

Annual Action Plans

14. To support the Internal Communications Strategy, a new Action Plan will be developed and delivered annually in line with the Corporate Annual Plan.