

# Internal Communications and Employee Engagement Strategy - Action Plan

2022 - 2025



Growing our  
Great Community 

# Action Plan

Actions contained within the plan will be undertaken by the Communications and Staff Experience teams as part of their team objectives and core deliverables between 2022-2025. All activities will be delivered within agreed directorate budgets unless otherwise specified.

Recommendation	Actions	Lead	Completion Date
1. Evaluate our effectiveness through iMatter and Investors in People (IiP)	Identify and celebrate iMatter team / service stories across NHSGGC, highlighting the importance of sharing experiences and continuing to pursue change	Staff Experience Adviser (iMatter operational lead)	December 2022
	After each IiP assessment, identify and analyse outputs, themes and best practice elements at Cluster and Board level, which can be shared through a series of appropriate communications	Head of Organisational Development – Acute and Corporate Services	March 2023
2. Communicate and clarify our Vision, Values, Behaviours and Objectives across the organisation	Create and launch an awareness and engagement campaign to communicate the organisation’s Vision, Values, Behaviours and Objectives, why they are important and what they mean to our staff in their own words	Deputy Director of Communications / Head of Staff Experience	December 2022
	Facilitate Quarterly CEO / senior leadership listening and engagement forums under the ‘Better Workplace’ corporate objective	Head of Staff Experience	September 2023
3. Equip our leaders and managers to facilitate open two-way	Scale and embed our Collaborative Conversations programme, aligned with iMatter, the Staff Governance Standards and IiP outputs, to focus attention on areas of best practice and improvement, so both are used shape	Head of Staff Experience	March 2023

dialogue	activity going forward		
	Work alongside Learning and Education colleagues to develop a programme for managers to build-up skills to take forward local Collaborative Conversations	Head of Staff Experience/ Head of Learning & Education	March 2023
	Facilitate Quarterly senior leadership 'two way' dialogue workshops under the 'Better Workplace' corporate objective and iMatter feedback	Head of Staff Experience	November 2023
4. Empower our workforce to speak up, share concerns and ideas for continuous improvement	Launch Speak Up Campaign to inform and engage staff about the ways in which to raise issues and receive support	Deputy Director of Communications and Public Engagement	November 2022
	Complementary to the Speak Up campaign, design a poster/pop-up range to describe and promote the various channels available for employees to feedback and to raise awareness of via engagement activities with staff	Head of Staff Experience / Deputy Director of Communications and Public Engagement	December 2022
5. Promote our culture of equality, diversity and inclusion	Deliver an NHSGGC equalities conference in Spring 2023, to showcase the progress made through the Workforce Equality Action Plan 21/22, and pave the way for 2023	Head of Staff Experience	Spring 2023
6. Equip our workforce to lead and champion positive change in line with our Staff Governance Standard (SGS)	Design graphics to align the SGS with key workforce campaigns and strategies (e.g. Recruitment and Marketing Strategy, Workforce Strategy, Workforce Equality Action plan etc), to highlight changes planned and actions being progressed are embedded in sound governance, which puts the staff at the centre	Head of Staff Experience	December 2022
7. Enable access to communication, developing a clear style for specific communication channels, including via the re-invigoration	Develop Team Brief templates, and schedule for monthly engagement	Deputy Director of Communications and Public Engagement	April 2023
	Develop Team Brief launch campaign		March 2023
	Develop style guide for Internal communications channels		June 2023

of Team Brief			
8. Reinvigorate online internal communications, including a re-evaluation of Core Brief and development of digital channels,	Undertake an Internal Communications channel analysis and audit against a backdrop of the M365 roll-out	Deputy Director of Communications and Public Engagement	January 2024
	Working in partnership with eHealth, develop a roll-out strategy and schedule for new M365 communication tools		March 2023
	Develop new NHSGGC intranet platform		May 2023
	Re-establish / re-launch Core Brief as channel for organisational announcements and information		May 2023
9. Develop Leaders and Managers Visibility and their Presence on Social Media	Develop a communication plan, which equips and supports senior leaders to develop a social media persona and utilise social media as a means to engage with staff and members of the public	Deputy Director of Communications and Public Engagement	July 2023