

# Internal Communications and Employee Engagement Strategy

## Overview

Our new Internal Communications and Employee Engagement Strategy shows how we will support all **40,000** of our employees to have a strong sense of **connection to our organisation, one another** and ensure we are all **aligned to NHSGGC's purpose and values** in all that we do.

### We understand that a highly engaged workforce will...

- ✓ Have higher morale
- ✓ Be more productive
- ✓ Enjoy their roles more.

### We developed this strategy by listening to you



We collected and tested the views of over **26,000 employees** through our current employee feedback mechanisms, including: **iMatter, IIP** and **Collaborative Conversations**.

### We want to be thought of as an employer of choice

- 1 This will help us to attract and retain new talent
- 2 Which will provide a better working environment for everyone
- 3 And lead to better outcomes for patients and service users

## Our strategic priorities

The strategy will deliver on **nine strategic priorities** which are:



**Evaluate our effectiveness** through iMatter and Investors in People



Embed our **Purpose, Values, Aims and Objectives** across the organisation



**Equip our leaders** and managers to facilitate **open two-way dialogue**



**Empower our workforce to speak up**, share concerns and ideas for continuous improvement



**Promote our culture of equality, diversity and inclusion**



**Equip our workforce to lead and champion positive change** in line with our Staff Governance Standard



**Enable access to communication**, developing a clear style for specific communication channels



Roll-out NHSGGC-wide **Team Brief**



**Reinvigorate online internal communications**, including a refreshed **Core Brief** and new **intranet** to replace StaffNet

Read the full Strategy at: [www.nhsggc.scot/downloads/icees-2022-2025](http://www.nhsggc.scot/downloads/icees-2022-2025)

If you would like to be involved, please contact us at: [ggc.staffexperience@ggc.scot.nhs.uk](mailto:ggc.staffexperience@ggc.scot.nhs.uk).