



RoadSafetyBC

INTERNAL COMMUNICATIONS STRATEGY

Initial Overview



What we are talking about today:

- Internal communications: how information is shared across the organization to ensure employees receive the right information, at the right time, through the right channel.
- Our approach to our future internal communications strategy.
- Goal of our strategy: establish the strategy, structure, and tools required for consistent and effective internal communications



This is not about staff engagement. Employee engagement considerations may be addressed separately once a stable communications foundation is in place.

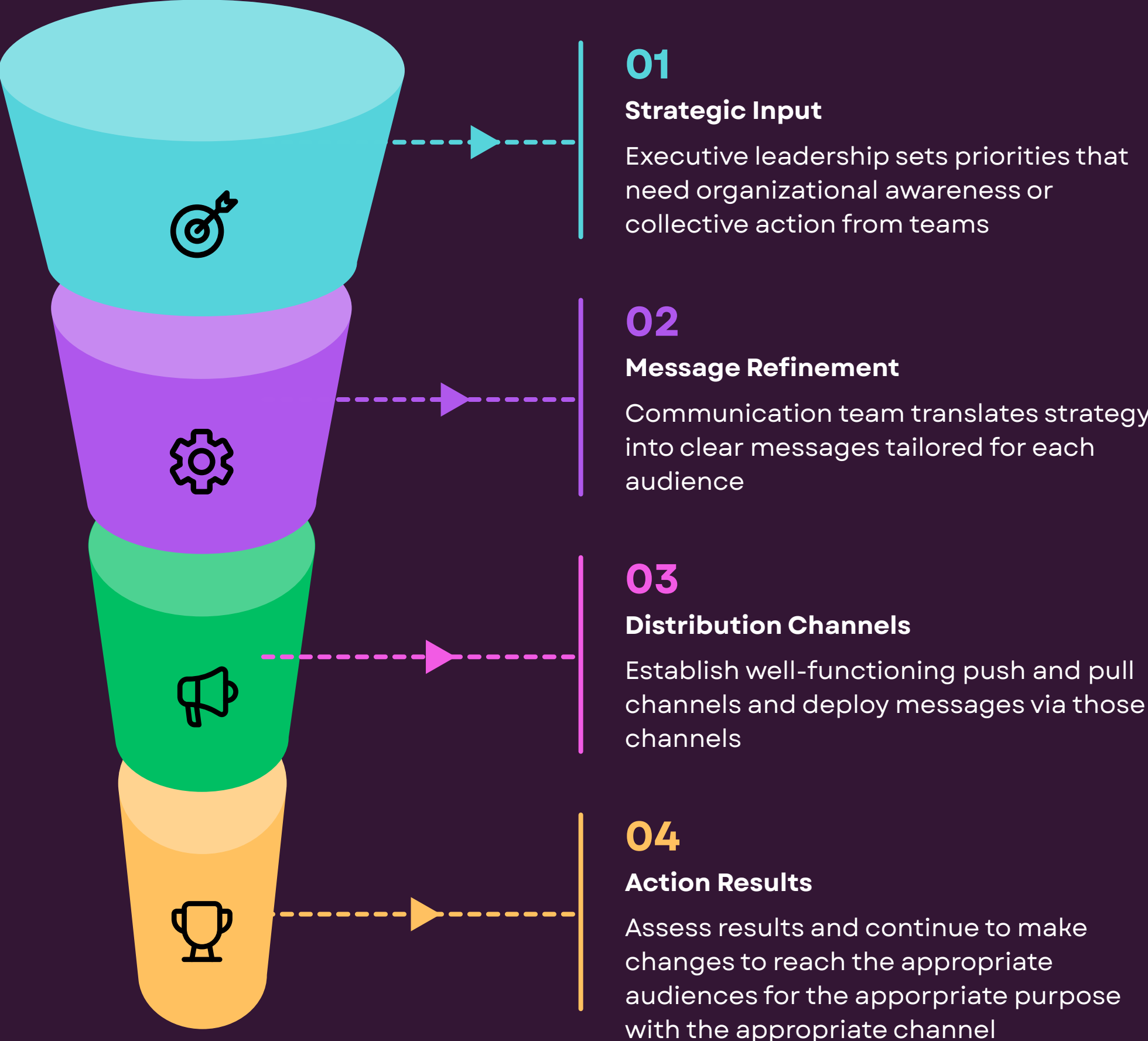
What we want to achieve today

- Ensure we understand your internal communications needs
- Ensure we are moving forward together and on the same page
- Ensure that you support our path forward

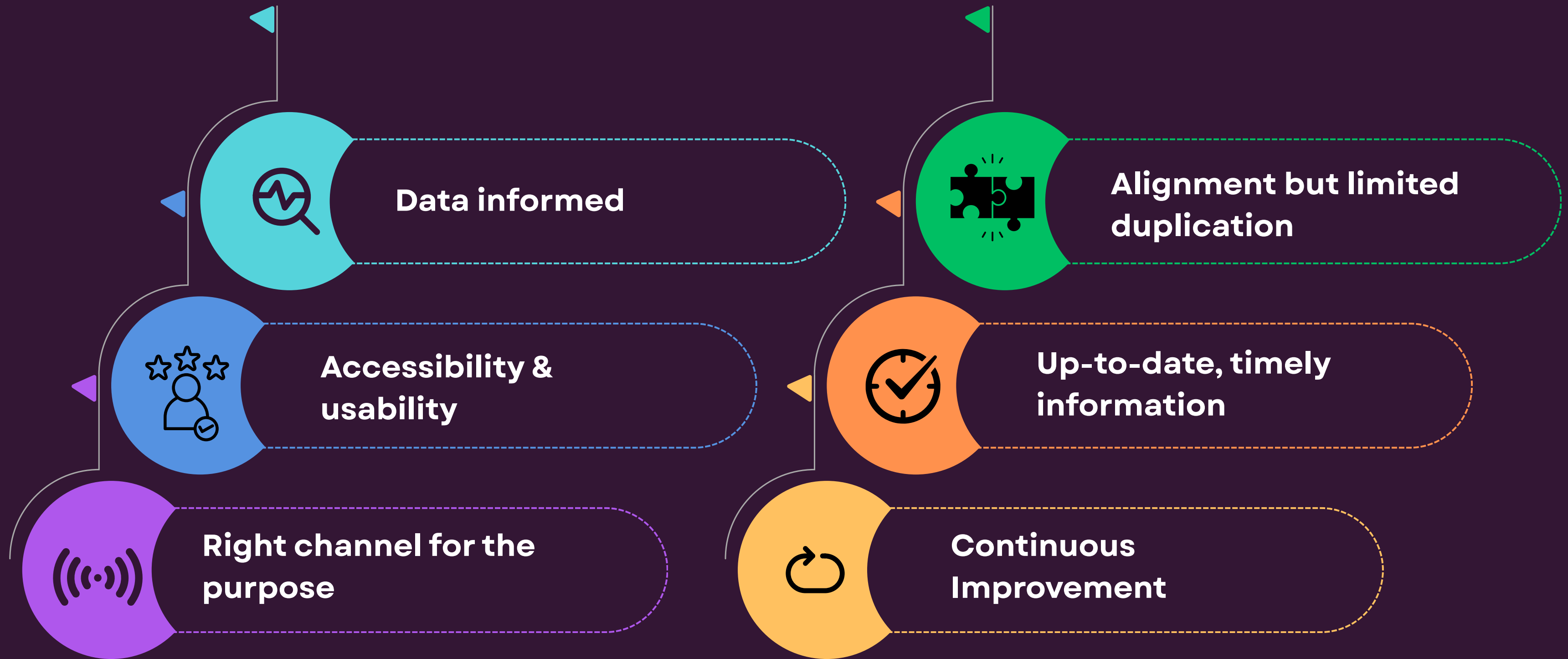


Strategic internal Communication Process

Guide information from leadership to RSBC staff with clarity and purpose

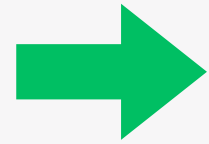


Our approach to future strategy & recommendations



Internal Communications Needs - Executive

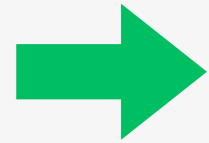
What type of information do YOU want delivered to staff?



01. CHANGE & DIRECTION

Organizational changes, decisions, priorities & government alignment

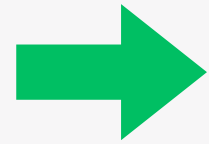
Example - PSA amalgamation & impact on us



02. EXECUTION & DELIVERY

Process updates, operational direction, upcoming milestones

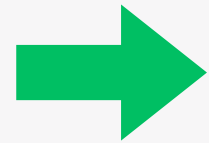
Example - a strategic planning update or the DMF Driver Portal launch



03. RESPONSIVENESS & AWARENESS - *timeliness can matter here*

Issues, external context, sensemaking (the why behind something)

Example - Highlighting that we coordinated the Minister's attendance at a first-day-of-school media event



04. CORPORATE CULTURE

Recognition, staff experience, listening loop

Example - Recognizing National Nurses Week, circling back with the results of feedback gathered at an all staff event



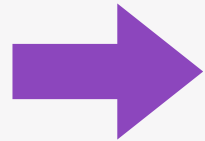
What have we missed?

Staff needs are on the next slide.

Internal Communications Needs - Staff

What type of information do STAFF want to hear?

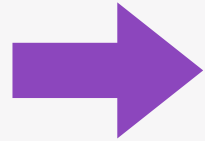
Information that:



01. HELPS ME UNDERSTAND

Clear messages that explain what is happening and why

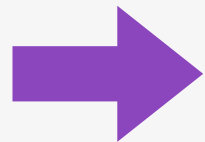
Example - Message from leadership outlining purpose of a new policy direction or service redesign



02. HELPS ME PREPARE

Updates that arrive when they are needed (not two days too late)

Example - Advance notice of organizational restructuring (HR changes) or relocation (office move)

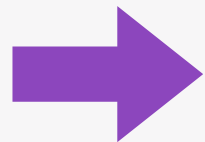


03. HELPS ME DO MY JOB

Resources that help me do my job

Example - Updated templates and forms, workflow guides, service standards, resource hubs

And sometimes, for some people,



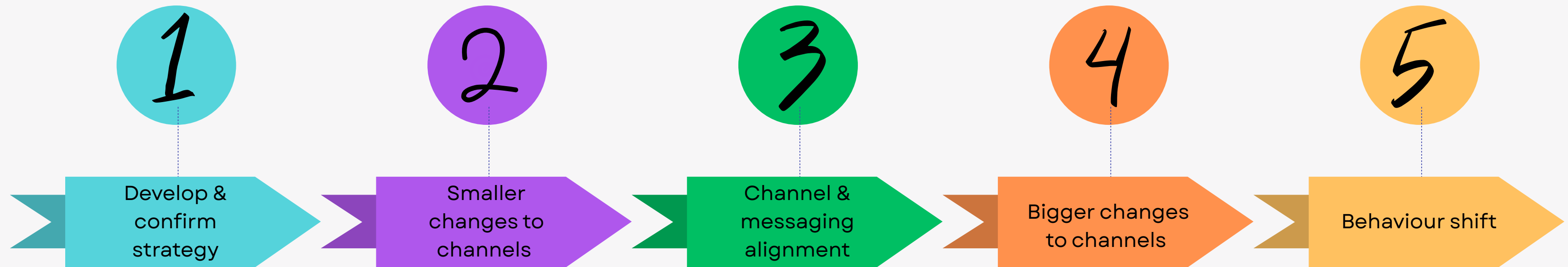
04. HELPS ME FEEL CONNECTED & VALUED

Getting to know my colleagues, recognition

Example - Staff recognition and spotlights, leadership thank-you messages

Next steps

Phased approach to establish plan & implement an internal communication strategy



Considerations:

- Communication to Executive and RSBC leaders
- Collaboration with staff when appropriate
- Communication to staff

Questions?

What do you want to make sure we consider?

