



Engaging our people

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See differently

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Topics to be covered

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- Why engaging our people is important
- Changing role of internal communication
- Getting the basics right
- The power of culture to create belonging
- The part our leaders play
- Internal comms at RNIB
- Time for questions




Why we engage our people

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Effective internal communication and engagement leads to:

- Understanding of organisational goals and the part the individual and team play to achieving this
 - Identifying with the values
 - Feeling connected and that we belong
 - Increased motivation
 - Greater productivity, greater customer experience, greater results
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The changing role of internal comm and engagement

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- No longer just reactive or a mouthpiece
- No longer just part of but collaborates with HR
- Move to core function, more strategic
- Seat at the table or at least in the room
- Strategic, trusted adviser - identify and mitigate risks and challenge
- Connector between voice of the people and executive decisions
- Not being afraid to say no
- IC = influence and collaborate

Getting the basics right - internal communication infrastructure

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- Strategy to support organisation's objectives
- Appropriate channels for your diverse audiences - consider accessibility and usability
- Make it easy for your people to find what they need, when they need it, from one source of truth
- Proper cascade process - don't let your leaders hear the same time as everyone else
- Line managers are key to landing any messages - respect and support them to help their teams
- Have a process where comms involved early enough to advise and shape narrative and plan

Getting the basics right - how you communicate

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- Choose the channel for the message and audience, not the other way around, say no when needed
- Understand the 'so what'? What are we trying to achieve and what does it mean for our people?
- Be strategic, always ladder up to big picture
- Use clear, simple and inclusive language
- Make sure use accessible tools
- Use stories to help make the connections and bring messages to life
- Don't over communicate and create noise
- Celebrate success

Getting the basics right - across the organisation

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Employee experience needs to be right before we can effectively engage our people:

- Understanding the drivers for wellbeing
- Embed values, AEDI principles, wellbeing, communication - not tick box afterthoughts
- Understand the people journey - get it right from the first touchpoint
- Support line managers
- Create a culture of belonging

The power of culture to create belonging

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- When we can bring our authentic self to work, we feel we belong - different people, one team
- A culture of belonging increases happiness, productivity, engagement and retention
- 5 times more likely to want to stay in place of work for a long time
- 5 pillars of belonging - feeling welcomed, known, included, supported and connected
- Accessibility, equity, diversity and inclusion by default, not demand - everyone wins
- Lived experience of sight loss and involvement key

The part our leaders play

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- Power to set tone for culture of workplace
- Lead by example, live and breathe values and behaviours
- Leaders need to listen; internal comms can help read the room
- Transparency, vulnerability and truth = trust, particularly important during change
- Targeted, regular, concise leaderships comms but do not over communicate!

Internal comms at RNIB

Phase 1

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- Streamlined channels, simplified our comms
- Defined process
- Team building
- Internal comms business partnering
- Leadership cascade channel
- More visibility of wider executive team
- Built relationships, collaborative working
- Working closer with our staff networks
- Involving our people

Internal comms at RNIB

Phase 2

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- Internal comm and engagement strategy
- New intranet co-designed with our people
- Engagement network
- Feedback - regular pulse check
- Line manager channel
- Culture and values campaign
- Operational comms cascade
- Joining the dots
- Accessible communication knowledge
- Measuring and reporting our impact



Time for questions

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Thank you for listening. Ask any questions now or email:

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