Internal Communication and Positioning of the Communication Department
GCC-Stat Model

Workshop on Statistical Data Dissemination and Communication

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Our Vision
A Reliable source and a dynamic driver of the GCC Statistical System.

Our Mission
Leverage the Power of statistical information to support decision making, research and dialogue within GCC nations.
About GCC-Stat: Strategic Goals

1. Develop the culture of statistics and raise the awareness about statistics.
2. Unifying the National Statistics Strategies in GCC countries with the joint statistics programs in accordance with best international practices.
3. Establishing joint work programs between the National Statistics Centers and GCC-Stat.
4. Promote and improve the quality and quantity of statistical products on a sustainable basis.
5. Build and strengthen the statistical and institutional capacity of the countries of the Gulf Cooperation Council.
7. Projecting the GCC region as a unified economic and social agglomeration.
8. Ensure that the GCC region has an effective presence in international statistical development.
Our Function

Responding to GCC Statistical System Needs and Requirements
Why we need communication strategy?
Internal communication; Makes or Brakes the Orgs!

Core Communication Strategy Components

Tools

Goals

Core Messages

Audience
AUDIENCE

Needs determine your communication approach
People are both the cause for miscommunication and also the solution!

- Carefully; Analysis of communication process!
Modernizing an integrated communication strategy

How to develop communication strategy?
How does it work?

Prepare
- Develop your communication strategy; Cascading down approach
- Share with Audience; (Partnerships and ownerships concepts)
- Develop your action plan with KPIs

Implement
- Work on 5Es concept; Engage, empower, educate, energize, evaluate
- Utilize all potential resources
- Migrate traditional ways!

Impact
- Listen to audience
- Move toward trust not only satisfaction indicators!
- Evaluate the impact on real time business; what’s your Value added?
- Learn to say thanks before, during and after the mission
- Believe in change
Engage, empower, educate, energize, evaluate

Participatory communication
- Bio-annual (All)
- By Departments
Engage, empower, educate, energize, evaluate

National Days Celebrations

Annual Gatherings

Covering Social Activities
How to promote, utilize the new and social Oriented tools in communication strategy?
Introduce new developments into communication tools

Needs Assessments
- Satisfaction
  - Trust
- Employees Satisfaction Survey

Communication Channels
- Meetings
- Memos
- Reports
- Intranet
- Weekly Magazine
- Bio-Annual reports
- Social Gathering

Change Management
- Be where users are
- Adapt to change

Attractive, (internal), Fresh /Rich Messages

USERs Affairs
The role and position of the communication units in the organization structure and in the Culture of the Business lifecycle
Developing interconnected communication in a statistical office implies:

✓ Strong internal communication infrastructure

✓ Engagement of all organization components toward the achievements of goals and targets
Modernization of Communication process within the organization structure is a very important dimension where GCC-Stat realize it early and devote special efforts in:

- Developing its dissemination and communication strategy,
- Develop the staffing and resources capacity
- Repositioning the role of communication department as a main unit in the Org structure,
- and modernize its dissemination strategy.
Shifting the culture: leading the change

- Improving the demand side and
- strengthening the role and relation with users to insure relevancy and demand oriented,

the success in that will not be realized without;

✓ a strong role of the internal factor,
✓ well organized production and supportive units and
✓ engagements and harmony of all GCC-Stat staff in the whole communication process!
Finally;
Communication is a **JOURNEY**
NOT a Destination!