

Understand the cultural & psychological factors that influence people at work to ensure IC strategies are effectively delivered and interpreted across all audience and stakeholder groups.

	Level 1 Eg: Entry Level - 6 months: IC Writer/Executive	Level 2 Eg: 1 - 3 Years Executive/ Manager	Level 3 Eg: 4 - 5 years Senior Manager	Level 4- 5 years plus Senior Practitioner/Head of IC / Director
<b>Understand the culture and factors which influence people at work</b>	1. Build understanding of organisational culture and how it affects people at work	2. Interpret the cultural context of the organisation and its audience groups and to advise effective internal communication practices	3. Devise and recommend IC practices that fit the cultural environment of the organisation	4. Create a feedback environment to devise IC activities in line with the organisation's needs and culture
	1. Build theoretical knowledge of models and drivers for employee engagement, behaviour and motivation	2. Understand the links between internal communication and its impact on employee engagement	3. Recommend internal communication activities that support and drive employee engagement and behaviours	4. Coach senior leaders to implement solutions to optimise culture, behaviour, performance and communication in the organisation
		2. Understand how people react or adapt to changing circumstances	3. Grasp of psychology in the workplace	4. Interpret psychology theory, i.e. neuroscience, to optimise and deliver best practice internal communication
		2. Working across cultures	3. Contribute and work on organisation culture and change management initiatives	4. Lead and advise on effective culture and change management strategies, and ensure their efficient delivery
<b>Interpret people/audience needs, to create effective segmentation strategies</b>	1. Basic understanding of audience segmentation	2. Devise metrics to evaluate the impact of communications and how they are interpreted by different audiences	3. Interpret metrics into meaningful insights to inform effective segmentation strategies	4. Craft effective segmentation strategies to ensure messages resonate across all stakeholder and audience groups
<b>Identify drivers for employee engagement and motivation</b>	1. Build theoretical knowledge of models and drivers for employee engagement, behaviour and motivation	2. Understand the links between internal communication and its impact on employee engagement and motivation	3. Develop practical initiatives that support and drive employee engagement behaviours through effective internal communication	4. Advocate the importance between effective internal communications and employee engagement, motivations and behaviours amongst leadership (both line managers and senior leaders)
		2. Analyse employee engagement and survey data using a variety of techniques	3. Interpret results to understand current engagement levels and the links with IC	4. Lead recommendations to improve employee engagement through effective internal communication
		2. Develop communication and employee involvement plans	3. Design and build internal communication activities to support reward & recognition schemes	4. Support leaders to create a caring and high trust work environment which respects and values diverse contributions
<b>Articulate vision and values &amp; create employee advocacy</b>	1. Build knowledge and understanding of the organisation's vision and values	2. Interpret how these are aligned to the internal communication function and activities	3. Ensure these are reflected and incorporated in the internal communication strategy	4. Engage senior leaders to ensure the alignment of organisation values with internal perceptions
	1. Co-ordinate and roll out key messages to employees on the organisation's vision and values, using appropriate communication tools	2. Develop ongoing engagement and communication plans regarding the organisation's values and behaviours	3. Devise strategies to secure champions and employee advocates to role model the organisation's vision and values	4. Coach managers on how to communicate the organisation's vision and values with their teams
	1. Build knowledge and understanding of employer brand	2. Research and develop an authentic and appealing employer brand through internal communication	3. Work across the organisation to ensure internal communication is incorporated effectively in the complete employee experience, i.e. from on-boarding to departure	4. Lead the identification and articulation of the organisation's core values and behaviours (creating an authentic employer brand) building these from the inside out