

To be trusted advisors, coach & facilitate conversations between leadership, line managers and employees for effective internal communication.

	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
Be a trusted advisor within the organisation, building relationships to demonstrate the value of effective communication	1. Build internal relationships and networks	2. Develop internal relationships and proactively contribute to discussion representing the importance of internal communication	3. Establish yourself as a trustworthy colleague (across all levels/functions) of the organisation	4. Be seen as a trusted advisor within the organisation, representing employee voice and advising leaders/managers on effective communication
Coach leaders/line managers to be effective communicators	1. Understand the basic principles of coaching	2. Build a deeper understanding of why coaching is key to influencing leader/manager communication	3. Deploy a level of confidence in your own ability to coach others, understanding when to coach and using simple coaching models	4. Establish the mandate to coach senior leaders/managers to ensure they are authentic and trustworthy in their communication
	1. Understand the organisational design and leaders/line managers roles & how internal communication fits	2. Identify strategies and processes to ensure leaders/line managers are part of the internal communication channel framework	3. Establish leaders/line managers as core to effective internal communication and implement IC programmes to actively involve them in campaigns and strategies	4. Lead and proactively seek the involvement and feedback of leaders/line managers in the IC strategy
Facilitate collaboration & alignment between employees and leadership	1. Monitor feedback & listen to employees through internal communication channels	2. Interpret employee feedback/ voice to leadership to enable honest dialogue	3. Actively encourage and facilitate open & honest conversations between leaders and colleagues, designing & hosting forums to enable the dialogue	4. Advocate & champion honest and open communication, ensuring senior leadership are embedding these practices across the organisation and listening to employee feedback
Influence & challenge others		2. Build your own confidence and knowledge to speak up within organisation when representing internal communication	3. Utilise knowledge and internal relationships to 'speak up' on the importance and effectiveness of internal communication	4. Deploy high standard of own communication skills, ensuring other departments and leaders are challenged and influenced for good internal communication