

Abstract white geometric lines, resembling a network or starburst pattern, are positioned in the upper left corner of the image.

# Snapshot survey

IMPACTS AND INFLUENCE OF  
COVID-19 ON EUROPEAN  
INTERNAL COMMUNICATIONS

24 March event



# Taking a temperature check



Ran the survey  
December – January



70 responses



Quick, simple  
snapshot survey  
sent out by  
FEIEA's national  
associations



Aim - to find the  
bigger picture view  
across the FEIEA  
community on the  
impact that Covid  
had on IC + future  
priorities

# Results of our snapshot survey



**98% of respondents have IC in their role**



**Three key comms challenges from start of the pandemic:**

- 1/ Switch to digital**
- 2/ Need for more human communication**
- 3/ Greater reliance on IC**



**Top communication priorities for 2021:**

- 1/ Employee health and wellbeing**
- 2/ Digital transformation**
- 3/ Cultural change**

## Evolving IC's role: more strategic focus

“

42% say they are focused on becoming more strategic in 2021

“

“Will grow more into being a strategic connector in our business, linking employee needs to management objectives.”

“

“We will be involved and heard and more quickly.”

“

“Increase focus on steering behaviour and motivation of employees, rather than purely providing sources of information or platforms for bottom-up comms.”

“

“A point of reference for information flow around the company.”

“

“Being more of a coach, especially to line managers on effective communication.”

“

“Giving more advice to management on communicating with people in a clear and open way.”

## Evolving IC's role: reaching and engaging audiences

“

“Connecting people across the organisation in a blended work environment (Virtual, WFH and office-based).”

“

“We must continuously find innovative ways to reach diverse audiences and keep them engaged.”

“

“We will be looked at to lead the way with digital engagement and communication. I don't feel we as a team have the necessary capabilities yet.”

“

“Focussing on communicating (strategy, vision, change) with those who have limited access to intranet and/or mail.”

“

“More opportunities to try new channels.”

“

“Moving the organisation to a more conversational approach to IC.”

# The perception of IC after 2020's challenges

**80%**

say IC is more  
valued by their  
business now





## What skills and competencies do we need most going forward?

An empathetic and adaptable strategic thinker, with excellent digital skills



# What skills do we need most going forward?



- Digital savviness with technical expertise



- Change management experts



- Use analytics and data to know the impact of what we deliver



- Better at storytelling



- Enhanced business knowledge and commercial understanding



- Be more of a rounded business partner with the ability to keep a helicopter view



- The smart worker: agile planning and response



- Leadership coaching and training skills



## ...and what softer skills do we need most going forward?



- Flexible and adaptable mindset for what is still to come



- Empathetic – “The ‘angel’ of the workers”



- Open to innovation and trying new things



- Good at listening and interpreting what we’re hearing



- Curious about what is going on in the business



- Resilience to manage the many demands



- Need for a cool head and a sense of humour

## What have we heard – and learned about – the most?



- Encourage and support employees to be brand ambassadors/influencers



- “Lay the path where people walk.” Make extra effort to reach ‘offline’ workers



- Don’t be afraid to try new things



- Visibility and voice of leaders is vital



- Content with a human tone and voice has most impact



- The comms professional is a smart worker: agile planning and flexible



- Leadership IC coaching and training need to be added to our skillset



- It’s an amazing time to be in IC...

# Watch out for...

Our next showcase event in June!

*Developing an effective feedback culture*



SVIK | ASCI

