

Internal communication and positioning of the communication department

Suad Mubarak AL ABSUSALAM (GCC-Stat, Oman)

salabdulsalam@gccstat.org

Abstract

Official statistics are witnessing a turning point due to the implication and consequences of Data Revolution on all data lifecycle components and information industry in general. How to cope with changes? How to utilize all potential resources? How to communicate and get all on board? Do communication enhance the engagement of the staff toward the organization goals?

Life in general, for individuals and business will be more information driven and more interconnected, and seeking fresh and fit for purpose information for their daily decisions and uses, which will examine NSOs readiness for this challenge, in addition, how NSOs can work to keep official statistics alive in the era of data revolution.

The developments in the communication related to data industry highlighted the bold statement; Communication as usual no longer stays valid! Tools are changing, expectations are changing, and the role of communication departments is not as it was before!

This paper is based on GCC-Stat experiences, as a regional statistical office with more emphasize on practical cases and lessons learned.

Paper main points:

The paper try's to analyses how to;

- Modernize integrated communication strategy; How to develop communication strategy covering internal and external relations?
- Introduce new developments into communication tools; How to promote, utilize the new and social oriented tools in communication strategy?
- Repositioning the communication department in the organization; updating the role and position of the communication units in the organization structure and in the culture of the business life.

Toward responsive communication department in NSOs

Developing a responsive statistical office implies a Strong internal communication infrastructure, engagement of all organization components toward the achievements of goals and targets, and to insure the readiness to respond to data and information and communication revolution, which impacts all sides of the production cycle in statistical institutions in particular and all other related fields and organizations.

Modernization of statistical process and organization structure also a very important dimension where GCC-Stat starts so early in taking into account, starting from developing its dissemination and communication strategy, repositioning the role of communication department, and also modernize its dissemination strategy.

These efforts we accomplished in line with GCC-Stat strategy to strengthening the role and relation with users to make its program relevant and demand oriented, the success in that will not be realized without a strong role of the internal factor, well organized and engagements of all GCC-Stat staff in the whole process from the beginning and during the delivery of statistical outcomes.

This paper will present GCC-Stat experiences in modernizing the communication strategy, updating the role of the communication department, the modern development in planning and action activities in the field of internal communication, and getting all staff engaged in the working lifecycle, and we will share the lessons we learn from such experiences accumulated so far.

Main communication messages to NSOs

Communication serves the core stone in utilizing the potentials of our internal factors, also its one of the most hard challenges, because people are the cause for miscommunication and on the same time they are responsible for solving the problems, organization tries all the best to develop an enabling working environment to enhance better, smooth and productive communication horizontally and vertically cross the organization structure, GCC-Stat believes that Communication is the DNA for a healthy organization.

Finally,

- Repositioning and developing the communication is a process not an event!
- Time is important: Being late = Out of market!
- Communication is a team work not a single department action and trusting each other not only working together!

Keywords: Communication in Official Statistics, Responsive statistics, data revolution