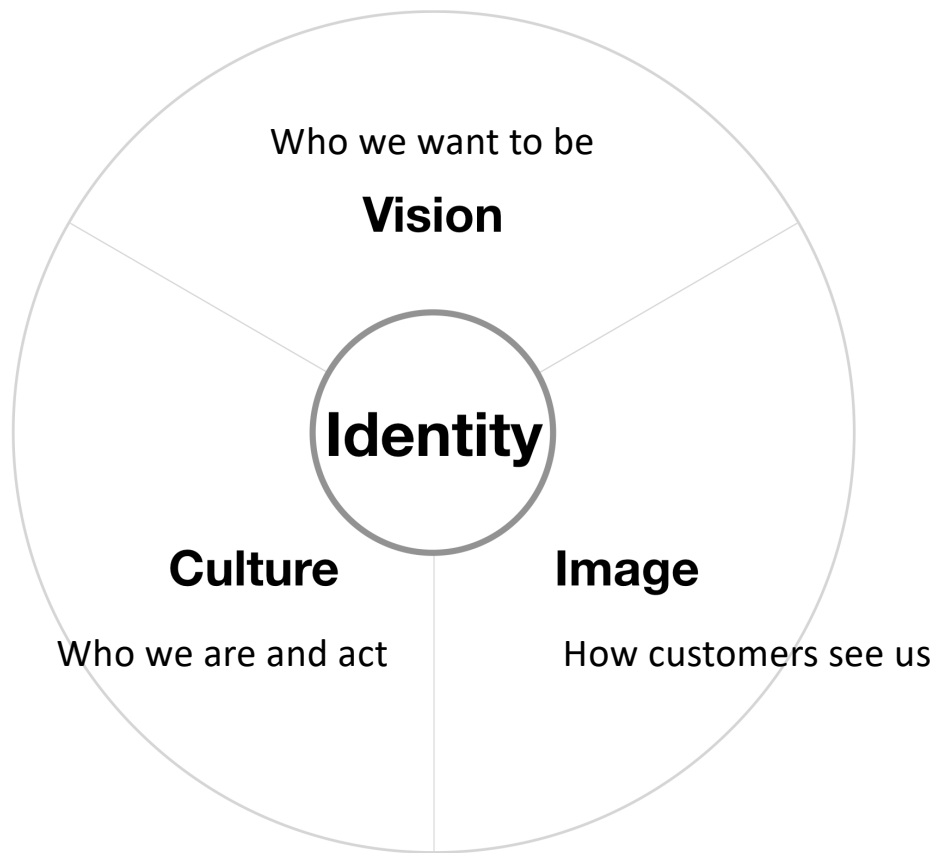


Internal communications and company culture

VCI model – company branding



Company Culture

Is the sum of values and rituals which serve as 'glue' to integrate the members of an organization.

How we interact with colleagues and our customers

7 reasons why internal communications is important

1. keeps your people informed
2. gives people a more holistic view of your organization
3. helps build out your organization's culture
4. gets your people engaged
5. helps keep people calm in times of crisis
6. creates another dimension to your workplace
7. creates a channel for feedback, debate, and discussion

<https://blog.jostle.me/blog/why-is-internal-communications-important>

IC and company culture during COVID

- How are internal communications adapting to the COVID-19 situation?
- What is the impact on the company culture for NRENs?
- What role is the Marcomms team playing and what lessons can be learned?

Agenda for this session

- Examples from
 - Lonneke Walk (SURF)
 - Paul Maurice (GÉANT)
 - Jane Gifford (AARNet)
 - Damian Niemir (PSNC)
- Your questions on the presentations
- Your challenges and discussion

Internal communication and company culture @ SURF

- Reorganisation/merger of SURF asks for a new company 'culture'
 - The coming months we want to write down the shared 'SURF' values, and how we want to interact
 - Due to corona this will be a challenge and probably takes longer
 - But...encouraging to see that our organisations already, even now with 'social distance' are (even more) bounding together.
- At this moment the focus for 'culture' is on engaging people with SURF and each other.
- **Internal communications is more important than ever!**

Goals internal communications during COVID

- **Provide factual information**
Communicate about measures and advices of the Crisis Management Team
- **Provide action perspective**
Practical examples how to handle in this crisis
- **Give meaning**
Show expression of concern and sympathy for the situation employees have to deal with
- **Engage employees**
Try to connect colleagues socially to each other and SURF

Internal Communications Tools during COVID

- **Intranet**

Is very important these days: central place for news, regulations, measures, who is who, but also social fun stuff

- **Email**

Within our intranet we can share an important page by email.

- **Online webinar**

We had one webinar with 300+ employees and more will follow

- **VC tools**

Like Zoom, teams and skype for team or project meetings

- **Informal tools**

→ Slack/Riot

Casual chats at the coffee machine and lunch are moved to these channels

→ What's app and Signal

Internal Communications to engage

- We introduced a "home@SURF" space on intranet
 - Challenge colleagues to share photo's of lunch, workspace at home....
 - Stimulate them to share tips how to work from home, keep in shape...
- Online Pub quiz on 14 April
- Online 'Friday afternoon drink'
- **We share blogs about the amazing things colleagues are doing to support our customers**
- **Give compliments on what we achieve is this difficult time. That's really amazing!**

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