

# WORKPLACE EXCELLENCE AWARDS 2023

## Internal Communications Strategy of the Year

The internal communications strategy can be part of an ongoing process or related to a once-off event or development in the organisation. Judges will award high marks only for entries with measurable evidence that the internal communication process has proved effective.

This category will be judged upon each applicant's (2000 word max) entry statement.

Please note that your document should be **no more than 2000 words in total, which includes your 250 word summary.**

You may additionally include attachments (visuals, photos, charts, etc) that you think would help your application.

1. Summary	In no more than 250 words summarise why your strategy deserves to win this award
2. Organisation Background	Outline the size and nature of your organisation
3. Overview, Objectives and Rationale of the Communications strategy	Outline the Strategy used and the objectives and rationale for adopting it. Highlight the changes that were required within the business and how the innovative use of the communications strategy facilitated this
4. Implementation of the Internal Communications Strategy	How was it implemented at both strategic and operational levels? Demonstrate how you engaged with the business. Please also provide some examples of your communications
5. Challenges	Outline any challenges faced and how the HR team overcame them
6. Outcomes & Results	Highlight the outcomes of your communications initiative/strategy and provide evidence of how you monitor and measure how it adds value. Demonstrate how the initiative/strategy has benefited the organisation and employees
7. Sustainable	Evidence that use of the communications strategy is being continuously monitored and improved

## Essential tips for a successful entry

A successful application must try to address all of the points above. Marks will be allocated only on the evidence provided.

Use the headings shown to highlight your answers to those specific questions. Include information on your exceptional successes during the year such as systems, innovations or techniques that have reaped significant benefits.

**Concentrate on facts that can be substantiated.** Attachments can be included, which are particularly important for the judges to be able to see your successes or innovations.

Please remember that ONLY THE FIRST 2000 words of core information (and supporting material that you may have provided) of your submission will be assessed