

Management Board Goals and priorities 2009/10 – communications

A take note paper from the Head of Central Communications

1. **Purpose**

This paper sets out proposals for communicating the Management Board's goals and priorities for 2009/10 to staff.

2. **Action for Board**

The Management Board are asked to consider this approach.

3. **Background**

Senior Management of the House Service met on 10/10/08 to consider the Management Board's new goals and priorities. The group supported the new goals and priorities and as a result the Corporate Business Plan currently being developed will incorporate them and indicate how they fit with our current objectives and supporting tasks.

This senior management group, who have already considered the new goals etc., are free to discuss them with their teams. Planned communications about the staff survey results and action plan will also refer to them. However, the main communication drive around them will follow the publication of the Corporate Business Plan 2009/10.

4. **Communicating the new goals and priorities through the new Corporate Business Plan**

4.1 'Soft' launch of the Corporate Business Plan

The Office of the Chief Executive will provide departmental Business Managers with a draft copy of the Corporate Business Plan at the same time as the Management Board receive it for consideration, prior to its October meeting.

Following the October Board Meeting a revised version of the plan will be given to Director Generals and they will be encouraged to consider/discuss the draft Corporate Business Plan with their managers as part of their business planning process. Departments may also wish to discuss the goals and priorities elements of the draft Corporate Business Plan when they are discussing the contents of their draft departmental business plans with their staff.

4.2 Full launch of the Corporate Business Plan

The Corporate Business Plan will be published in January 2009, a **staff version of the full plan** will also be made available.

A number of other communication channels will be used to promote the plan and its contents:

- A series of open meetings by the Management Board
- The OCE team will offer to discuss it at departmental meetings
- Briefing note/presentation for use by Senior Managers with their teams
- Article in *in House* magazine
- Around the Commons
- Draft article for use in departmental newsletters
- Inclusion in recruitment packs, induction training etc

[s.40]

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