



# Institute of Internal Communication

Who we are and why we are here



**Institute  
of Internal  
Communication**



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# What's our purpose?

We are the only professional body solely dedicated to internal communication. We aim to lead the way in advocating effective internal communication and enabling the highest standards of its practice. We are building a movement of passionate, dedicated and skilled professionals.



# Why is this important?

People work harder to make organisations successful when they feel that they matter at work and are informed, involved, connected, and purposeful. More than ever, as the way we work changes, employees also need to keep focused, feel safe and be heard. To achieve this, organisations need clear, human-centred internal communication.



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## What's the big opportunity?

Effective internal communication is a vital business function. When organisations communicate well internally they are stronger. They open the way to better performance, faster innovation and greater talent attraction and retention. Stronger organisations have a hugely positive impact on business, the economy, society and people's working lives.

By growing our reach and influence, we give ourselves the biggest possible platform to demonstrate the difference that good internal communication makes, help to make it happen and attract a wider and diverse range of people to see it as a career.

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# What will IoIC do to achieve this?

## We will focus on:

- Growing a well-connected, skilled, engaged and diverse community of members who get real value from being part of IoIC.
- Championing professional standards and the ethical practice of internal communication.
- Being advocates for effective internal communication and the benefits it brings to organisations and people's working lives.
- Leading thinking about internal communication and equipping members to tackle current challenges and future trends.
- Promoting internal communication as a rewarding and fulfilling profession and attracting a diverse range of people to choose it as a career option.





# What does IoIC need from its members to achieve this?

Promoting effective internal communication is a partnership between IoIC and its members. We need them to be constant advocates of internal communication and its power and to be an active part of the conversation within the IoIC, contributing ideas, experience and skills.



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