

STRENGTHS	WEAKNESSES
• Competitive benefits for employees- 27 days annual leave reaching a max of 33 after 5 years' service. 8 Bank Holidays Paid sick leave • Agile working • Staff benefits for all employees including discounts at shops, restaurants and online. • Competitive salary – increases on a yearly basis • Flexible working	• Communication skills • Low engagement levels
OPPORTUNITIES	THREATS
• New technology • Becoming an employer of choice • Build a positive working environment • Communicate more efficiently • Improve employee engagement levels	• Budget- not a lot of money to implement new ideas

Our Future Communications Strategy	
Profile	Hywel Dda university Health Board is a Health Board in West Wales which is part of the NHS. The Health board covers 4 sites across Wales and covers the largest geographical area in Wales.
Issue	Hywel Dda Health board has a problem with employee engagement and employees feeling undervalued.
Research	Staff surveys were sent out to all medical staff within my department that I manage. The research that we conducted has shown what our issues are.
Communications objectives	- To include all employees in all appropriate communications - To meet with the O&G team twice monthly
Audiences	All employees
Key messages	Improve employee engagement
Tactics/channels	- Emails to employees - Posters in staff rooms - Advertisement in the monthly O&G meeting
Risks	Employees might not look at emails to see messages
Measurement	To measure the plan we will re-do the employee engagement survey in 6 months' time
Review	We will evaluate if employee engagement levels have risen in accordance to our communication plan.

There are six areas have been defined by the new CIPD Professional Map known as core knowledge to drive change. (CIPD,2018) It is the knowledge and theory of underpinning the people profession and ensuring understanding of change and how to effectively enable change.

At my current level I can understand what a business case is and its purpose is. I can understand the importance of planning and managing change. I can understand a project plan within my organisation and why having project goals, milestones and resources are important.

In order for me to further my knowledge of change and uncover areas to develop for my future professional development

1. What methodologies are in place to support change in your organisation?
 2. When did you last carry out assessment to understand the people impact of change?
 3. Which levers are most used in your organisation to deliver change? What others could you use?
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