



# Internal communication in Directorate-General for Taxation and Customs Union

**The glue, the fire,  
and the chocolate**

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Build trust in the organization and management

Support performance

Increase engagement

Encourage innovation

Break silos & support collaboration

Facilitate knowledge sharing

*IC strategy, DG Taxation and Customs Union*

**Where and how can internal communication add value?**



## ***European Commission***

- ✓ ***33 000 people***
- ✓ ***45 DGs and services***

## ***Directorate General for Taxation and Customs Union***

- ✓ ***500 people***
- ✓ ***53% women 47% men***
- ✓ ***28 different nationalities***
- ✓ ***Staff engagement index: 75 in 2019***  
***+6 since 2016***

**Who are we?**

*There can never be too much of communication*

- ✓ *Combination of tools & channels*
  - ✓ *Newsletter*
  - ✓ *Monthly interactive meetings with Director-General*
  - ✓ *Regular breakfasts with Directors*
  - ✓ *TV screens in public spaces*
  - ✓ *Watching together speeches by top leaders*

**Clear purpose & direction**

**When people feel like they belong at work, they are more productive, motivated, engaged and 3,5 times more likely to contribute to their fullest potential.**

Harvard Business Review, The Neuroscience of Trust



**Feeling of belonging**



# *Events to connect people professionally and personally*

- ✓ *Newcomer onboarding*
  - ✓ *Welcome pack*
  - ✓ *Session with senior managers*
  - ✓ *Coffee roulettes*
- ✓ *Celebration of successes together*
- ✓ *Social events*

**Feeling of belonging**

***Internal communication is  
the eyes and the ears of the organisation***

***People give their best when their opinion matters***

- ✓ ***Listening exercises – what do you want to improve?***
- ✓ ***True intent and true follow-up***
- ✓ ***Communication of the process and the results***
- ✓ ***Key players – the managers***

**True listening**

*Key players in internal communication:  
The managers*

*Internal communication team:  
brings the chocolate 😊*

**Internal communication is  
everybody's business**

THANK  
YOU

BEST  
COLLEAGUE  
EVER

WOW

WE DID IT TOGETHER!

WOW

You are a  
STAR

