



1st WCO Global Customs Communication Strategies Conference

Internal Communication

Key tool to make institutional
processes viable



IF possible
change
organizational or a
successful
institutional
development,
IF communication is
weighted as a frontline
tool

Institutional Communication Policy

The installation process

- Strong institutional decision
- Aligned to the Strategic Plan
- Communication look transversal to the institution
- Diagnosis
- Definition and development of a PECl
- PECl implementation
- Monitoring, measurement of results, analysis and realignment



DIAGNOSIS

Analytical process to know the institution

Situation diagnosis

Internal Situation

- ▶ Conditions for organizational diagnosis
- ▶ Elements of organizational diagnosis
- ▶ Perspectives of the organizational diagnosis
- ▶ Functional diagnosis
- ▶ Cultural diagnosis





INTERNAL COMMUNICATION

On three levels: institutional, interpersonal and intrapersonal



PLANTED OBJECTIVES

Internal Communication

Big goals

a

Optimize organizational processes and staff performance

b

Promote open and fluid internal communication

c

Keep officials informed, integrated and motivated

d

Publicize the actions in the institution properly



Internal Communication

Good practices to cultivate

- Announce changes or new projects with time for decision making
- Explain decisions that might seem inconsistent or secret
- Emphasize the advantages and disadvantages of current and future decisions
- Openly discuss the chances of success or failure to anticipate frustrations



Internal Communication

Barriers to effective communication

- VERTICALITY
- SELECTIVE PERCEPTION
- DEFENDING
- LANGUAGE



Internal Communication

Proposals for effective communication

- Commitment of the top leaders
- Associate actions with words
- Commit to two-way communication (descending and ascending)
- Promote face-to-face communication
- Keep the members of the institution always informed
- Design a communication program according to the general needs





TOOLS AND ACTIONS SET

To achieve the objectives

Internal Communication

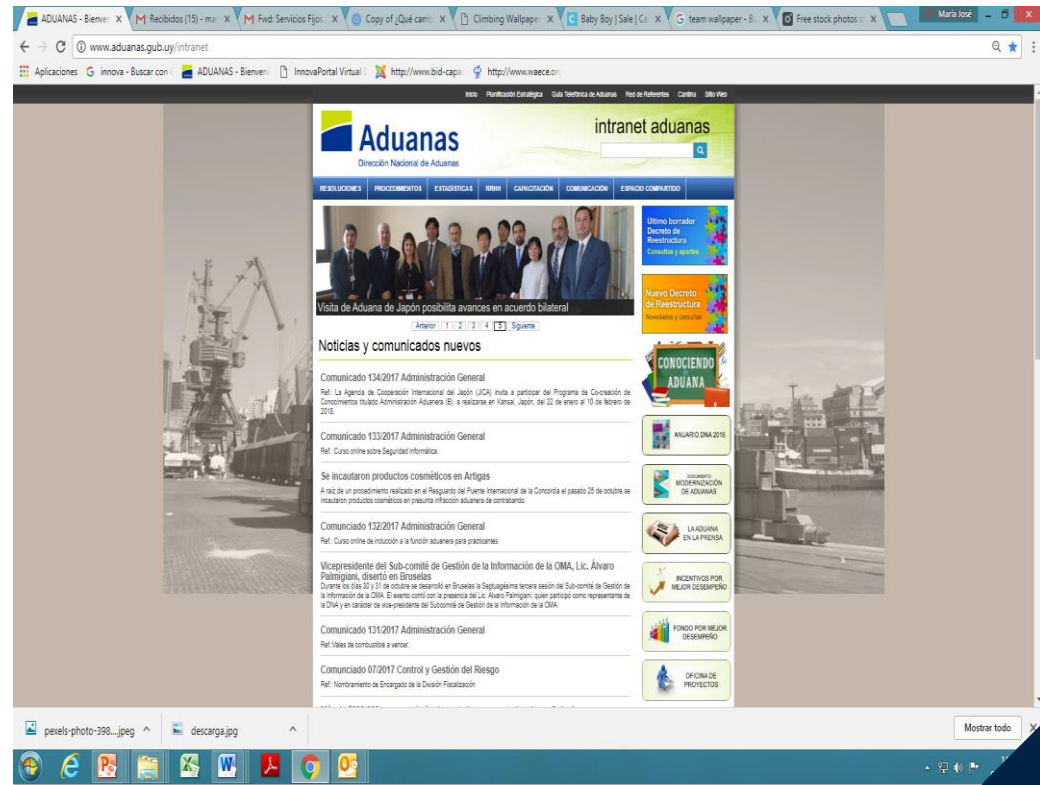
INTRANET



627
News a year



72 % of the
officials declares
that its main
route of
information is
the Intranet



Internal Communication

New Time Newsletter



14 Editions,
more than 200
news

History of
customs

Social activity

"Handwriting"

Officials outside
customs



Internal Communication

Communication Referents Network



8 years of implementation



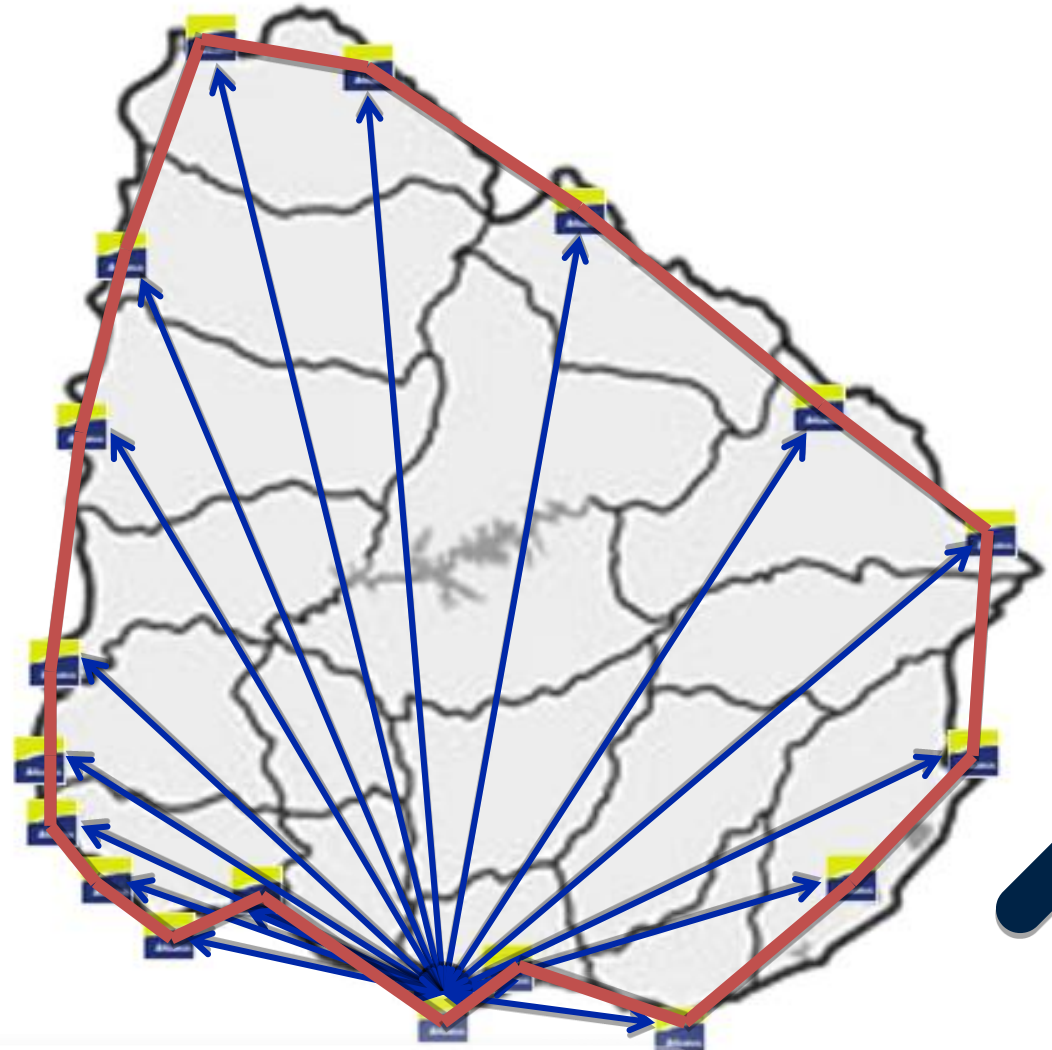
Currently 52 referents



Communication weekly



Generation of own activities



Internal Communication

UNIFORMS

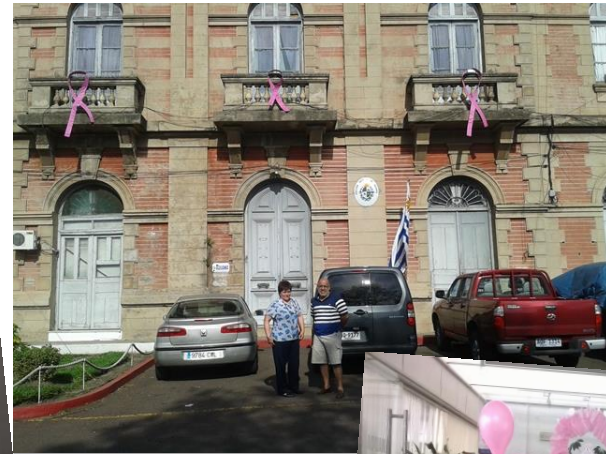


Officials received summer and winter uniforms

Internal Communication

Awareness activities

NATIONAL
CAMPAIGNS
ANNUALS



International Day to Fight
Breast Cancer

Internal Communication

Awareness activities

NATIONAL
CAMPAIGNS
ANNUALS

OJO CON LA DIABETES

FACTORES DE RIESGO DE LA DIABETES TIPO 2

- FALTA DE EJERCICIO
- ALIMENTACIÓN POCO SALUDABLE
- SOBREPESO
- HISTORIAL FAMILIAR

1 DE CADA 2 ADULTOS CON DIABETES ESTÁ SIN DIAGNOSTICAR
LA MAYORÍA SON CASOS DE DIABETES TIPO 2

SI PIENSAS QUE CORRES RIESGO, CONSULTA CON UN PROFESIONAL DE LA SALUD

ACTÚA HOY PARA CAMBIAR EL MAÑANA
www.worlddiabetesday.org

Dirección Nacional de Aduanas
 DEPARTAMENTO DE SALUD Y SEGURIDAD OCUPACIONAL
 día mundial de la diabetes
14 noviembre



World Diabetes Day

Internal Communication

Awareness activities

NATIONAL
CAMPAIGNS
ANNUALS



Day of the book

Internal Communication

Awareness activities

NATIONAL
CAMPAIGNS
ANNUALS



Campaign for Blood Donor
Club

Internal Communication

Awareness activities

NATIONAL
CAMPAIGNS
ANNUALS



Campaign _ Fight against
Gender Violence

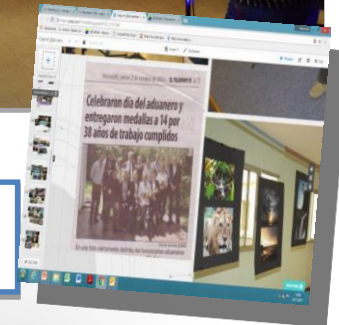
Internal Communication

Awareness activities

NATIONAL
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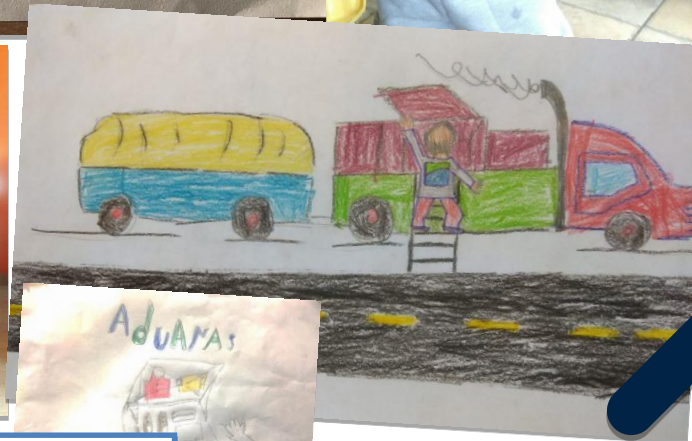
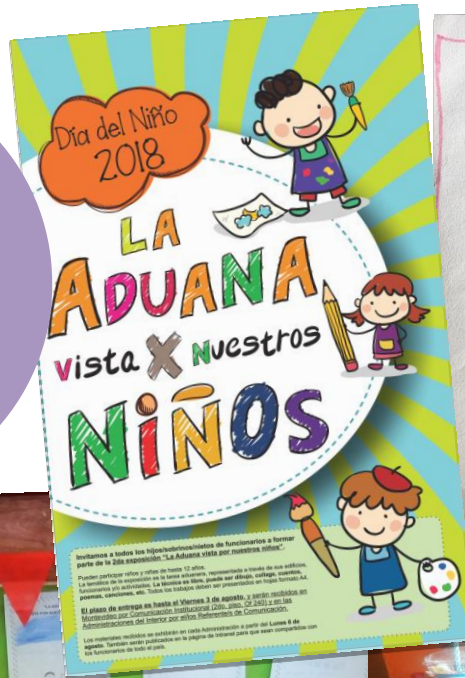
Día del funcionario



Internal Communication

Awareness activities

NATIONAL
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Children's Day

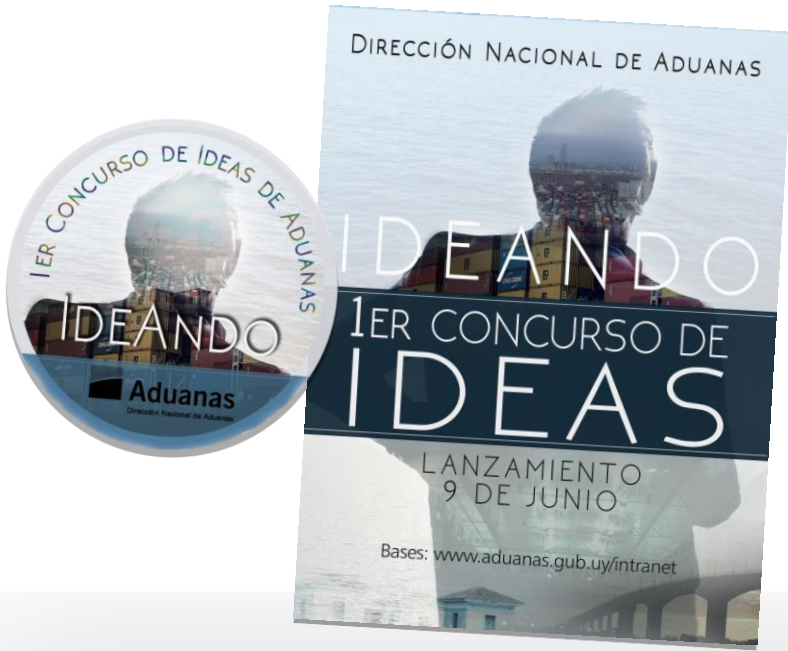
Internal Communication

IDEAS competition



IDEANDO
1ER CONCURSO DE
IDEAS
DIRECCIÓN NACIONAL DE ADUANAS

IdeAndo: Se extiende el plazo para la entrega de proyectos finales



Internal Communication

Communication Training



Workshop "Effective Public Speaking"



Workshop "DNA and social networks in Uruguay"



Workshop "Efficient use of the website and intranet"



Workshop "Effective presentations"

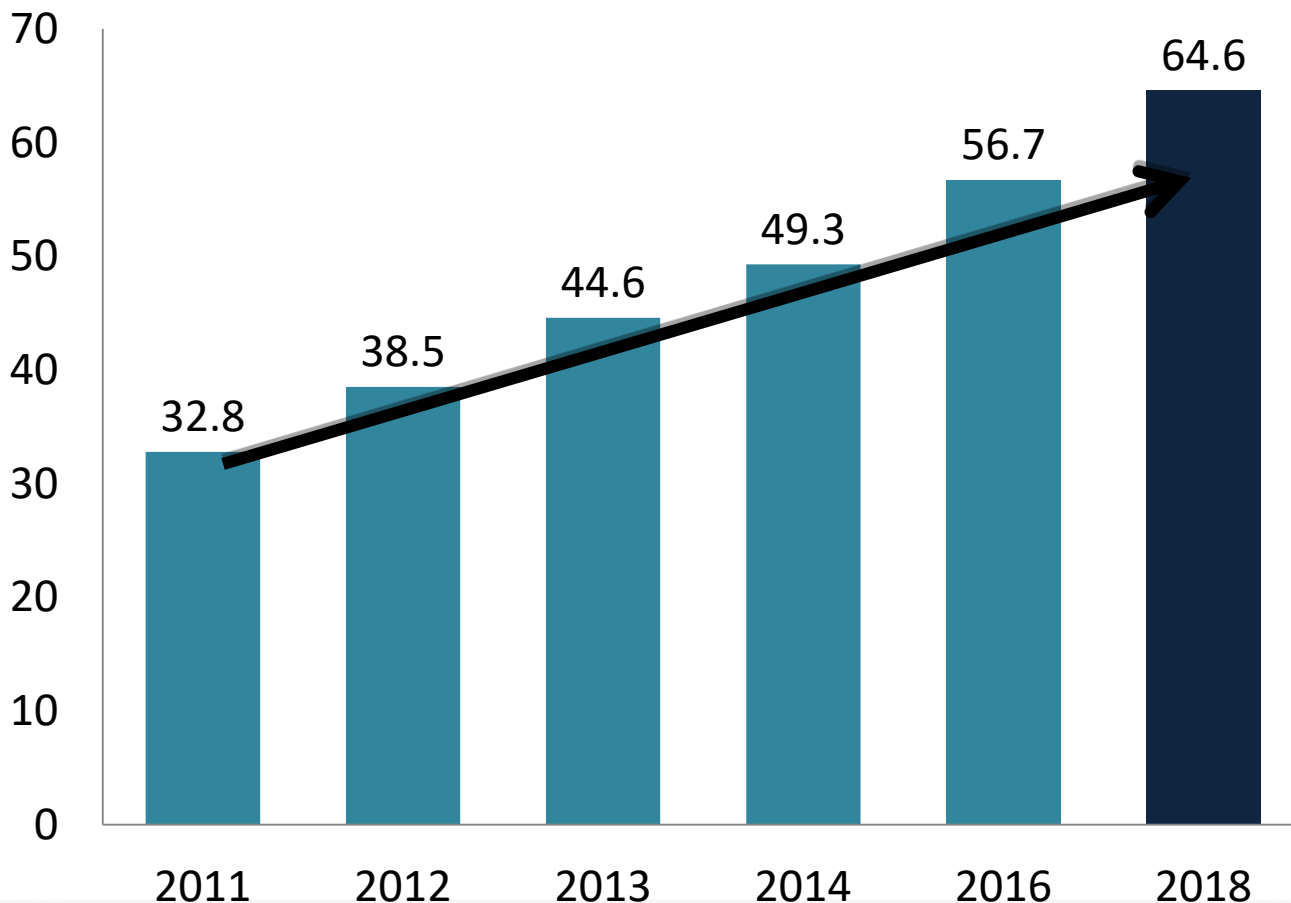


INTERNAL PERCEPTION

Institutional Communication in DNA

INTERNAL PERCEPTION

Perception about communication



Perception of
OFFICIALS of
job satisfaction
and
organizational
climate



**THANK YOU
VERY MUCH**

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