Ombuds Resource Program Launch

DATE

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| Summary |

The Ombuds Team is a trusted and invaluable resource that operates with complete confidentiality, independence, and impartiality. Serving as a complement to CLIENT’S official administrative channels, the Ombuds Team provides vital assistance in various situations. They assist individuals who find themselves in conflicts with co-workers, peers, employees, or supervisors, offering guidance and support to conflict resolution. Moreover, they address concerns pertaining to compliance, ethics, legality, and workplace policies, ensuring a safe and secure environment. As a reliable source of information and confidential guidance, they empower individuals and organizations to navigate and overcome disputes, conflicts, and other obstacles that hinder personal and professional growth.

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| Guiding Principles  |

* INDEPENDENT

An ombuds is not part of the management of an organization and does not represent the individuals they work with.

* IMPARTIAL

An ombuds does not take sides and instead works to develop options to address or surface issues that support empowerment and fair process -- for those seeking assistance and for the organization.

* CONFIDENTIAL

An ombuds will protect your identity and the confidential information you share, unless the ombuds determines there is an imminent threat of serious harm.

* INFORMAL

Speaking with an ombuds is always off-the-record. Ombuds do not retain permanent records of confidential communications or take part in any formal processes such as grievances or investigations.

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| Primary & Secondary Audiences |

**Primary Audiences**

* CONSTITUENTS

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| **Goal**  |

* Educate, increase awareness and understanding of the Ombuds resource program, including its benefits and how and when to effectively utilize it.

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| **Benefits** |

**Create a positive work environment, encourage conflict resolution, and mitigate long-term risk.**

* Provides a confidential one-stop leadership-sanctioned resource​.
* Confidentiality is important for visitors who are skeptical about using formal channels, feel uncertain or not sure where to go, or fear possible retaliation for raising an issue.​
* This informal process, outside of the organizations’ existing formal reporting structures, allows visitors to resolve issues before they escalate to a formal complaint.​
* Leadership benefits by receiving “anonymized” regular direct reports about issues and trends affecting the organization that might otherwise be unavailable.​
* Leadership benefits by addressing concerns before they escalate, avoiding decreased productivity, lowered morale, and lawsuits.

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| Communication Channels/Tactics for educating and introducing program |

* Email from Executive Leadership
	+ Frequency – 1 Time
* Newsletter Article (1 time)
	+ Frequency – 1 Time
* CLIENT Today
	+ Frequency – 2x a week for August then 1x a week for September
* Intranet Announcement
	+ Frequency – 1 month on front page
* Targeted Newsletter
	+ Frequency – 1 Time
* Targeted Newsletter
	+ Frequency – 1 month then revisit for October
* Intranet Pages
	+ Cross link

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|  |  | **Communication Plan & Tactics**  |
| **Date** | **Channel** | **Copy** |
| Aug. 1  | Email – All employee | Introducing the Ombuds program. Email from Executive Leadership |
| Aug. 2 | Intranet Page  | *In progress*  |
| Aug. 2 | Insider Article  | Ombuds Resource Program - Insider Article.docx |
| Aug. 2,4  | CLIENT Newsletter  | **Ombuds Resource Program launches this week**CLIENT workforce members can now seek support for workplace matters through a third-party resource. The CLIENT Ombuds Resource Program launched this week to help CONSTITUENTS navigate disputes, conflicts and other obstacles. While many options exist for employees to address workplace concerns, Ombuds offers an alternative for individuals who may be hesitant to use formal channels. The CLIENT Ombuds team includes NAMES. Learn more about the Ombuds team and how to contact them.  |
| Aug. 8, 10, 15, 17 |  | **What is the Ombuds team?**The Ombuds Team is a trusted resource that operates with complete confidentiality, independently and impartiality to provides support and guidance for workplace concerns. Ombuds offers an alternative for CONSTITUENTS who may be hesitant to use formal channels. Learn more about the Ombuds team and how to contact them.  |
| Aug. 22, 24, 29, 31 |  | **Ombuds Resource Program: Strengthening professional relationships**Ombuds engage in constructive problem-solving toward the goal of emphasizing respect in organizations to build and strengthen productive and effective relationships. Ombuds empower CONSTITUENTS to overcome workplace concerns that stand in the way of reaching their full potential. Learn more about the Ombuds team and how to contact them.  |
| Month of August  | Targeted Newsletter | Digital flyer for August - Graphics |
| August 16 | Targeted Email | Share digital flyer - Graphics |