



DRIVING CHANGE THROUGH EFFECTIVE COMMUNICATION

READY-TO-GO PACKAGES
TO PROMOTE EMPLOYEE
ENGAGEMENT AND
POSITIVE CHANGE



COMMUNICATION REVIEW

From £30,000

THE CHALLENGE:

Engagement in an era of information overload.

Employee engagement is not just about getting yourself heard; it's about creating an emotional connection that drives a positive workplace culture. The organisations that do it best have been found to be **21% more profitable**.

So, the value of nailing your communication and engagement is immense. Yet it's not that easy to get it right without being strategic.

Almost every organisation we speak to tells the same story – people are overwhelmed by the amount of communication they receive. How can HR and communication professionals streamline what gets said? Communicating strategically is a vehicle for driving pride, value and performance. Moreover, it can create a connected and coherent employee experience.

A communication review determines the effectiveness of your current communication approach, highlights its strengths and weaknesses, and

provides recommendations on creating an engaged workforce.

Regular reviews will help you check your communications approach and decide whether:

- Strategic storytelling and messaging are driving the business forward
- Distribution channels meet the needs of your audience
- Organisational goals are being supported by leaders who can engage their teams
- Your language and tone resonate with the audience

THE SOLUTION:

We will partner with you to develop a communications strategy tailored to your organisation's goals. It includes:

REVIEW AND STRATEGY:

- **Kick-off session** with key team members, to become immersed in your business, agree objectives and desired future state.
- **Review** of existing internal/HR communications, including all relevant materials and any employee data from surveys, events, exit interviews, etc.
- **Leader interviews** – leaders are key to driving any initiative or cultural change. A series of 30-minute 1-2-1 interviews allow us to hear about where the business is headed and how effective communication can help to make it happen.
- **Focus groups** – the exact number will depend on the size and structure of the organisation, but we'd expect a minimum of three, covering a representative sample of roles and locations. Focus groups are 90 minutes long and can be conducted in person or virtually.
- **Report** of findings and recommendations for next steps based on best practice and our experience working with other organisations.



THE CASE STUDY: Communicating with Purpose

COMMUNICATION REVIEW

Equinix is the Silicon Valley company that has connected the likes of Netflix to you and me. Although the company is an award-winning employer, its communications strategy was fragmented. Multiple teams in global locations were involved in communicating messages, often with an unclear purpose, leading to disconnect. With a goal to invest more in its people, the company wanted their communications to have positive impact.

We were brought on board to gather data and measure levels of employee engagement with existing communications. It can be helpful to use external reviewers for large-scale evaluations – not only do they have more dedicated time available, but they also provide an objective view and bring in experience from a variety of organisations dealing with similar challenges. In other words, it's best not to mark your own homework.

We held stakeholder workshops, focus groups, leader interviews, employee surveys and reviewed existing materials. This led to a bespoke global report for the EMEA team, and two separate regional reports with insights, findings and recommendations for driving the internal communications strategy for Equinix moving forward.



CONTACT US TO DISCUSS HOW OUR SPECIALISTS CAN SUPPORT YOU IN YOUR NEXT PROJECT



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