



DRIVING CHANGE THROUGH EFFECTIVE COMMUNICATION

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



FLEXIBLE WORKING - RETURN TO OFFICE

From £25,000

THE CHALLENGE:

Create office appeal through choice

More than 40% of the global workforce is considering leaving their employer – an astonishing employee retention statistic that points at the sheer scale of the changes faced by business leaders over the last two years.

While hybrid and flexible working will continue to become the norm, we still need face-to-face connections for shared experiences, collaboration and innovation. Making the office a magnet and not a mandate will keep it from becoming a stagnant, uninspiring place where people feel obliged to gather.

Choice is key: allow people and their teams to work in the way that best suits them for the task they have at hand. Some plan their day to the minute; others prefer to go with

the flow. Some tasks need team collaboration; others need a quiet spot with space to focus and think.

This flexible approach requires a culture of transparency and trust. We all have priorities that need to be balanced with that of our colleagues and business.

The way in which you communicate this will be unique to you, as it needs to reflect the culture you're looking to create.

THE SOLUTION:

We will partner with you to develop a tailored communications strategy that meets the goals of your organisation. Our approach is in two parts:

1. REVIEW AND STRATEGY:

- **Kick-off session** with key team members, to become immersed in your business, agree long and short term objectives and desired future state.
- **Review** of your proposed approach and recommendations based on best practice and our experience of working with other organisations.
- **Employee listening** – focus groups or a survey to assess current perceptions, and to ensure messages land effectively and authentically.
- **A communication strategy** outlining key messages, distribution channels, timings and measures of success.

2. CREATIVE CAMPAIGN:

- **Three creative routes** to choose from.
- **An inspiring, interactive campaign** using your most effective channels to ensure buy-in.
- **Follow-up report** to show sustaining momentum performance against objectives and success measures.



THE CASE STUDY:

Flexible working and return to site

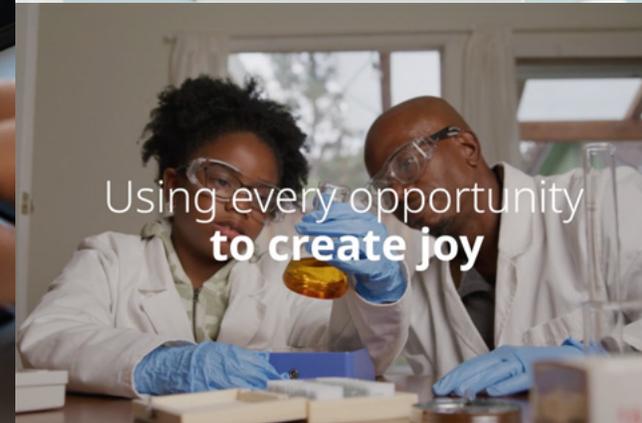
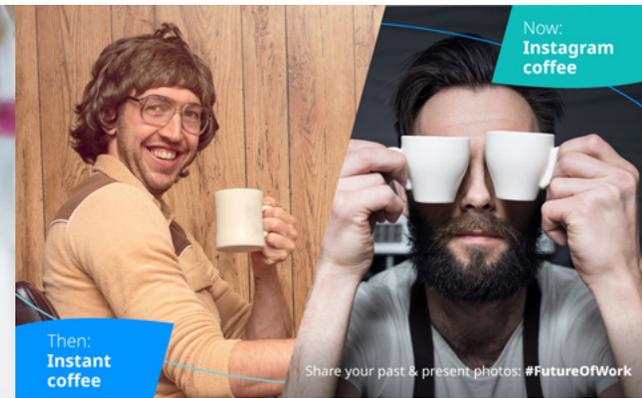
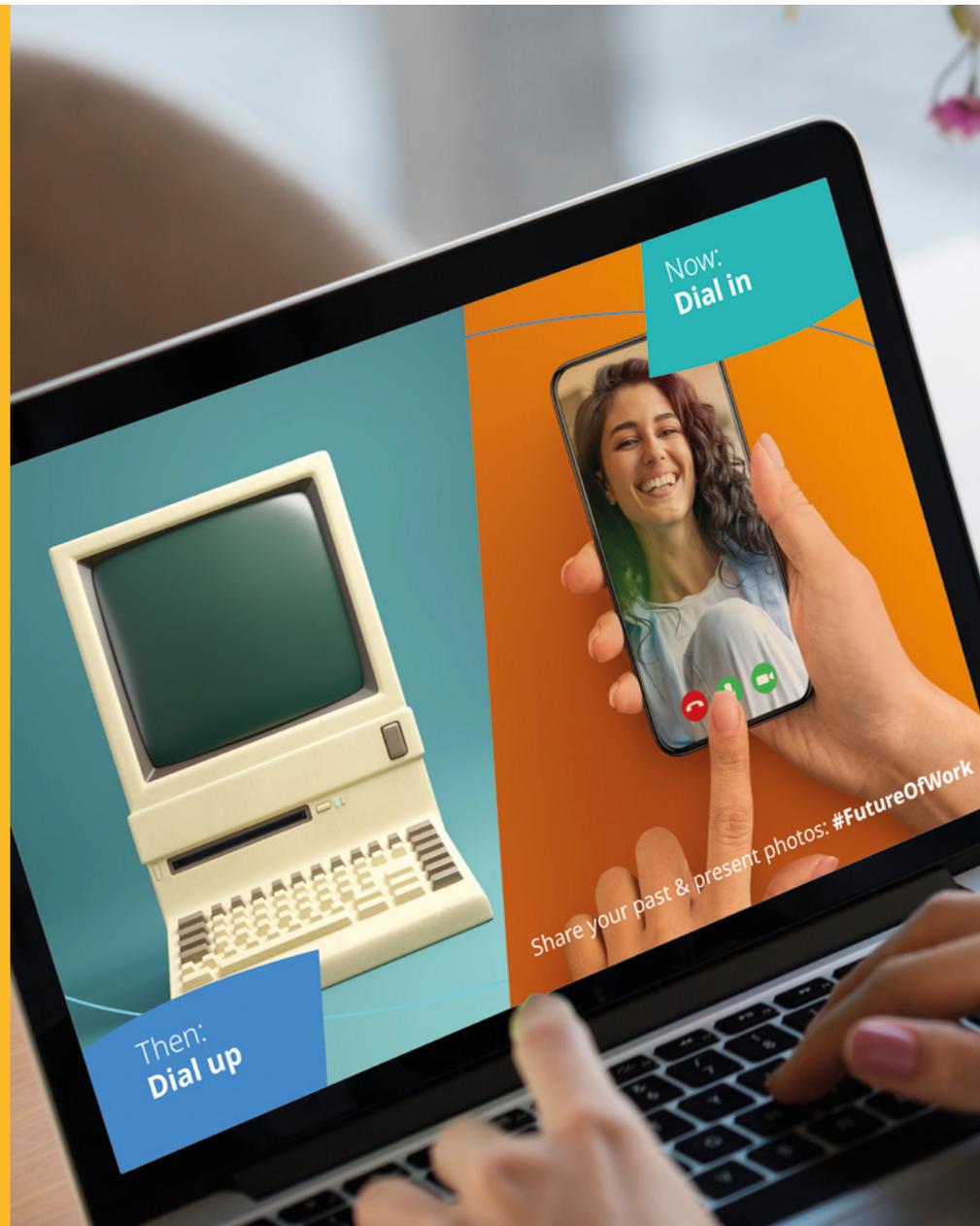
Pfizer wanted to introduce a new way of working focused on a healthy work/life balance; but without sacrificing the productivity that has led to scientific breakthroughs.

The priority: ensure people felt safe, supported and trusted as they transitioned to a more flexible working approach, as well as returned to working on site.

Pfizer brought us in to raise awareness and boost engagement. The goal was to remind colleagues about the benefits of the office, build excitement, and deliver an overarching message about flexible working.

We worked to deliver a strategy, narrative and key messages which were delivered through engaging leader huddles, and a colleague facing campaign which leveraged yammer to signpost colleagues to a dedicated portal to access more content including tips, case studies, FAQs, and quizzes.

This is an ongoing project, that we continue to partner with Pfizer on.



US SPORTS &
ENTERTAINMENT COMPANY

THE CASE STUDY:

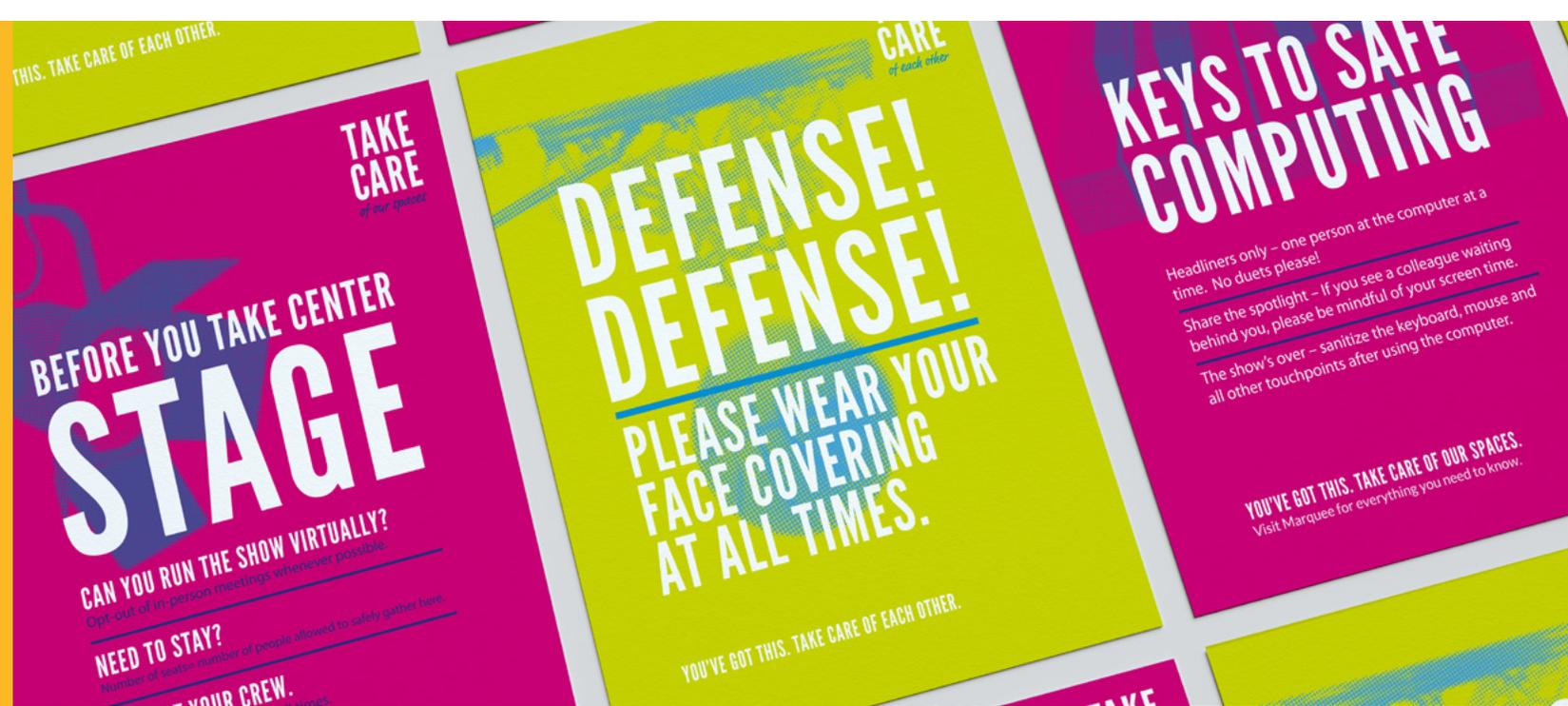
Return to site

CHANGE MANAGEMENT MADE EASY

How do you support employees to feel comfortable returning to the workplace when the 'office' is a stadium that requires most people to be on site? That was the challenge facing our client: a US-based sports and entertainment giant.

We developed and delivered a high-profile communications campaign to make people aware of health, safety and social distancing guidelines, at a time when the guidelines were in flux. The aim was to drive behaviour change and instil confidence with messaging that stayed up to date.

Our approach included a toolkit of impactful artwork – floor stickers, elevator stickers, magnets, posters and signage for multiple venues and locations. It ensured a smooth return to the workplace and a return to Covid-secure live events. Ultimately, employees felt looked after in choosing to return to work on site, increasing engagement levels.



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



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