



# **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

The value of nailing your communication and engagement is immense - It's about creating an emotional connection that drives a positive workplace culture.

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Organisations that do it best have been found to be **21% more profitable.**

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People are overwhelmed by the amount of communication they receive, so 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.

- Is strategic storytelling and messaging driving the business forward?
- Are distribution channels meeting the needs of your audience?
- Are organisational goals supported by leaders who can engage their teams?
- Does your language and tone resonate with the audience?



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## THE SOLUTION

A communication strategy tailored to your organisation's goals

### REVIEW AND STRATEGY

**Workshop** - with key team members, agree objectives and desired future state.

**Review** - of existing internal/HR comms, including distribution channels, materials, employee data from surveys, events, exit interviews.

**Leader interviews** - Series of 30-minute 1-2-1 interviews allow us to hear about where the business is headed and how leader communication can drive initiatives or change.

**Focus groups** - Minimum of three, covering representative roles and locations. 90 minutes long, in person or virtual.

**Report and recommendations** - findings and 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.



THE POWER OF EMPLOYEE COMMUNICATION TO INSPIRE

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



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