



# **DRIVING CHANGE THROUGH EFFECTIVE COMMUNICATION**

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



# FLEXIBLE WORKING - CREATING OFFICE APPEAL

FROM £25,000

## THE CHALLENGE

Create office appeal through choice

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

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Employees want the best of both worlds: **over 70% of workers** want flexible remote work options to continue, while **over 65%** are craving more in-person time with their teams.

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### Communication is key:

“Your day, your way” allows people and their teams to work in the way that best suits them for the task they have at hand.

Some tasks need collaboration, others need a quiet spot to focus and think.

This flexible approach requires a culture of transparency and trust, and the way in which you communicate this will be unique to you. It needs to reflect the culture you’re looking to create.



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## THE SOLUTION

A tailored communications campaign that meets the goals of your organisation

### REVIEW AND STRATEGY

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

**Approach** - recommendations based on best practice and our experience of working with other organisations.

**Employee listening** - focus groups or survey to assess current perceptions, to ensure messages land effectively and authentically.

**Communication strategy** - key messages, distribution channels, timings and measures of success.

### CREATIVE CAMPAIGN

**Three creative routes** to choose from.

**Inspiring, interactive campaign** using your most effective channels to ensure buy-in.

**Follow-up report** to show sustaining momentum performance against objectives.





## THE CASE STUDY:

### Flexible working and return to site

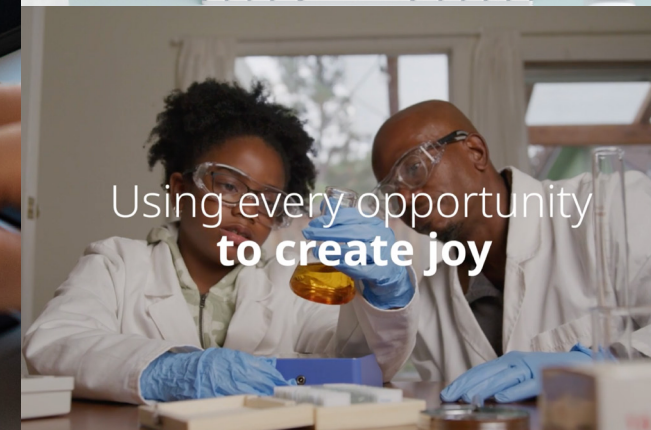
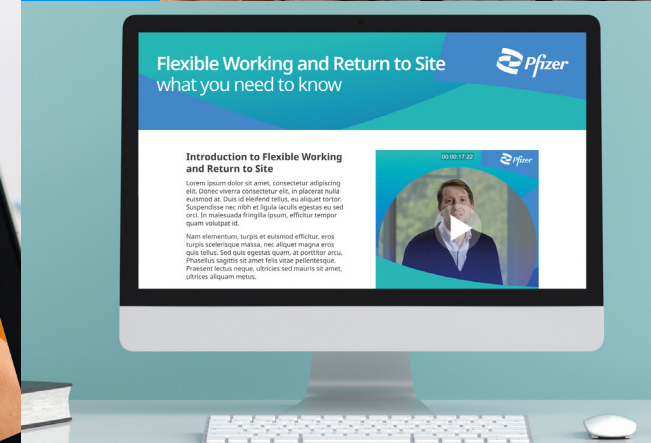
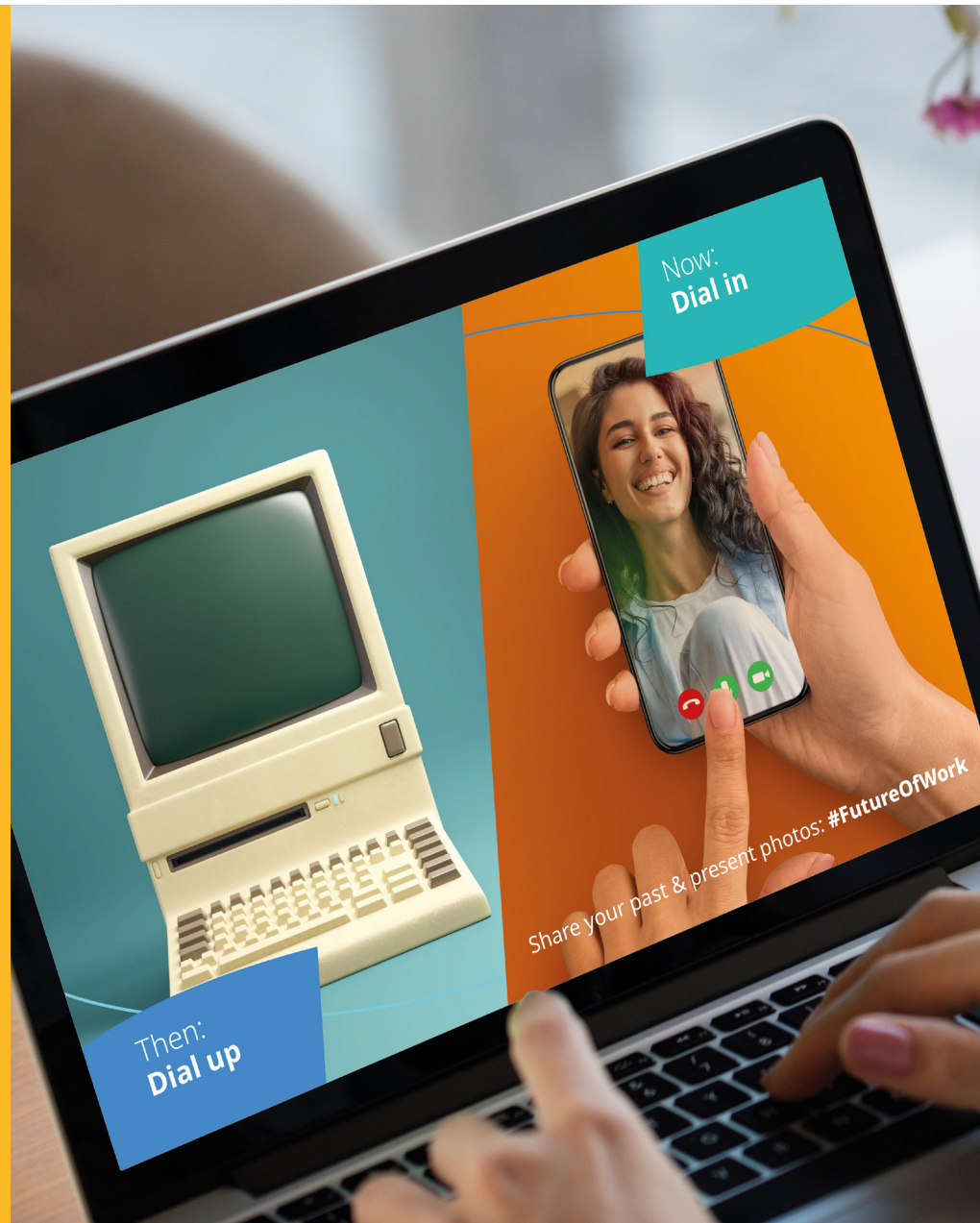
**Pfizer wanted to introduce a new way of working focused on a healthy work/life balance; but without sacrificing the productivity that has led to scientific breakthroughs.**

**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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