

KICKSTARTING STRATEGIC INTERNAL COMMUNICATIONS

CASE STUDY

Equipping senior leadership with tools to unleash the power of internal communication.

BACKGROUND

The client employs about 1,000 people across several categories of employment, with many of them working with students in Eastern Canada. When the client initially contacted Vision2Voice, they were interested in an internal communications audit. However, once we talked to the Director of Communications about what he wanted to achieve, we decided that a facilitated workshop with the senior leadership team would be a faster, less expensive option and would achieve better results.

The organization had excellent communication talent, but they lacked specialized internal communication expertise. As is often the case, the senior leadership team also lacked knowledge and understanding of the unique nature of internal communication and how it shapes the employee experience, the organization's brand, and how it supports its purpose.

STRATEGY

1

Prior to the workshop, we reviewed the existing communications strategy and internal materials and spent time researching the organization to understand the challenges it faced. This research then informed the customized workshop which was delivered as part of a senior leaders retreat.

2

During the workshop, we helped the senior leadership team understand how to take a more strategic approach to internal communications by establishing clear outcomes and building a better understanding of employees. The session wrapped up with a plan that included revamped channels and activities.

TESTIMONIAL

"From the beginning of our session, the direction we were about to take was extremely clear...Participants were provided with the opportunity to express goals, and hoped for outcomes. Throughout the entirety of the session, Andrea was an active listener; she adapted her presentation to our specific situation. Andrea consistently exuded a vibrant energy, and sound knowledge of her craft."

Anonymous workshop participant

GOALS



Enable both the management and communications teams to develop an internal communications strategy that supports their vision and purpose.



Develop a plan to engage and communicate with staff in a way that adds value to the employee experience.



Equip workshop attendees with fundamental internal communication principles and practices to empower the communications and leadership team to achieve results on their own.

RESULTS

Within 2.5 hours, the Director of Communications and his team had a hands-on strategy that enabled them to develop more meaningful and relevant internal communications.

More than that, the entire leadership team including the organization's leader had a better understanding of the power of internal communication to make a difference in the future of the organization.

Ready to kickstart your internal communications strategy?
[Contact us today to book a personalized workshop for your organization.](#)