

Internal Communications Audit for Airlite Plastics

CASE STUDY

How an audit helped leaders understand their diverse and deskless workforce – and IC's potential in contributing to innovation, sustainability, and a culture of caring.

BACKGROUND

Airlite Plastics is a privately held, family-owned company headquartered in Omaha, Nebraska, focused on delivering innovative and sustainable solutions to customers. The varied divisions of Airlite Plastics manufacture plastic packaging primarily for the food and cosmetics industries, insulated concrete forms and pavers for construction, and temperature-sensitive packaging. Through acquisitions, the company has quickly grown to six North American locations.

A multicultural workforce of over 1,500 people speaking various languages and dialects brings unique communication challenges. Leaders recognized the need for strategic, people-first internal communications to maintain a consistent corporate culture and create a better employee experience. The internal communications and leadership teams knew they needed to find better ways to connect with teams of diverse deskless employees working in demanding manufacturing environments.

OBJECTIVES

Vision2Voice was selected to conduct an audit to help a new internal communications team understand where to focus their efforts. The specific goals of the audit were to:

- ✓ **Evaluate current communication strategies:** Assess the effectiveness of internal communication supporting Airlite Plastics' success and building a great employee experience.
- ✓ **Understand employee needs:** Gain insights into the communication preferences and requirements of employees to ensure internal communication delivers relevant content through appropriate channels.
- ✓ **Identify communication gaps:** Identify gaps in the current internal communication approach and provide recommendations for improvement, bridging these gaps.

SOLUTION

We worked closely with the Airlite Plastics internal communications team and the Vice-President of Human Resources over three months, following our exclusive audit process. We not only identified communication gaps but also provided detailed and practical recommendations – equipping the team with a roadmap for the future. From the beginning of the audit process, we had high participation from senior leaders and front-line workers. What was extraordinary is that every senior leader in the organization made time for a one-hour interview and demonstrated curiosity and openness.

“Providing good, effective communication is really hard. Sharing the results and information from the audit created some ‘ah ha’ moments and helped senior leaders understand the importance of internal communications and the value it can bring to our entire Airlite organization.”

~ Lori Bruckner, Vice-President, Human Resources

RESULTS

We checked in with the Airlite team about a year after delivering the audit report. We were delighted to learn how valuable it was. Here are some of the results they shared:

- 1 The audit report has become the team's 'bible'. It has helped the team earn support from senior leaders and encouraged taking internal communications at Airlite to the next level.
- 2 The audit gave the team the insights they needed to prioritize necessary tasks. At a time when they wanted to do everything, the audit gave them the data they needed to make choices about where to invest time and money.
- 3 The team used the audit as the basis for an internal communications strategy and plan, which guides all activities and efforts.
- 4 The audit findings were used to build a business case for a modern communications platform. ConnectMe! powered by Workvivo, has been introduced, and the team is using system analytics and audit findings to guide content development and encourage adoption and engagement.
- 5 The team continues to gain more leadership buy-in and support for internal communications. Now, the team is pulled in sooner and can be more proactive and intentional rather than reactive and last minute.

"Leadership better understands the value internal communication brings to our company and gets our team involved in projects and initiatives sooner."

~ Haley Dibben, Internal Communications Specialist

CONCLUSION

The internal communications audit gave Airlite Plastics valuable insights and actionable recommendations to foster consistent culture, alignment, and engagement across its diverse workforce. The support of the senior leadership team combined with the understanding of where to invest time, energy, and a limited budget will undoubtedly strengthen the company's internal communication and contribute to its continued success as it grows and evolves.

“Effective internal communication is a key driver of organizational culture. The audit revealed insightful perspectives about what our people care about and highlighted a sense of disconnect with the organization, its leaders, and each other. Having identified the gaps, we have a clearer understanding and are more equipped to leverage our internal communications to promote inclusion and enhance team member satisfaction and engagement.”

~ Shawna Neujahr, Organizational Success Leader

Ready to unlock the potential of internal communications in your organization today?



CONTACT US