



# Internal Communication & Change

Your employees need to know you care,  
before they start caring about you

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crisis & issues | strategy & planning | change communication | audits | leadership communication | workshops & trainings  
tool development



# Employee communication is vital to your organisation

Organisations are facing challenges on a scale and pace unseen before. Digital transformation, worldwide competition, disruptive models, clients' new expectations, millennials at work, mergers & acquisitions or companies' reorganizations, are only a few examples of events that companies are currently facing. In this increasingly turbulent environment, where companies have to constantly develop ways to compete and reinvent themselves, an engaged and a collaborative workforce plays a critical role.

Effective communication promotes organisational consistency and a common understanding of the company vision and mission. It fosters employee engagement to align behaviours with the business strategy.

Internal communication is about making sense within the organisation, on all levels and at any time.

Employees are the company's most valuable assets to build a strong reputation, to implement change or to properly handle a crisis. Boundaries between the external and internal environment are becoming increasingly blurred. Aligning all its stakeholders in a consistent vision is vital for a company, starting with its own workforce.

The days when internal communication was limited to a simple operational function are over. Internal communication has become a strategic tool which contributes directly to the achievement of business goals.

## Do you face one of these challenging questions?

- Do you feel that you should develop or reinforce your employee communication strategy but don't know where to start?
- Do you want all your collaborators, on all levels, to advance in the same direction and spread a shared vision within your organisation?
- Do you want your corporate strategy to cascade throughout the whole hierarchical line and empower your senior and middle managers?
- Do you need to define a consistent and inspiring corporate story, mission and vision?
- Is your company currently facing a transformation or going through a major change?
- Do you want to improve the leadership and communication skills of your executives and senior managers?
- Do you want to provide answers to your own employee's concerns in times of crisis (restructuring plan, strike, product defect, boycott, bad buzz...)?
- Would you like to evaluate your internal communication efficiency with a specific audit, define your benchmark and identify areas for improvement? (e.g. employee satisfaction, information consistency, communication overload, use of communications channels, KPI's relevance, etc.)

# What can we do for you?



## Strategy & planning

Depending on your communication objectives, we can help in the development and planning of your internal communication initiatives either on a day-to-day basis or for any specific project. Together, we elaborate an effective internal communications plan (storyline & key messages, Q&A, target groups including unions, channels & tools, trainings or dry runs and KPI's). Once the plan is agreed upon, our consultants can also support its implementation within your company (e.g. town hall meetings, roadshows, video, mobile applications, workshops, dedicated newsletters, internal events, surveys, Intranet, etc.).



## Internal communication audits

A lot of companies have no idea whether their communication actions effectively reach their target audiences or if their employees are properly aligned with the business strategy. We execute 360° communication audits which offer you an instantaneous and global picture as well as key recommendations to implement. For instance, we analyze the clarity of your company strategy, the effectiveness of your channels and tools, the credibility of your leadership, the different communication flows (top-down, bottom-up, horizontal), the relevance of your KPI's, etc.



## Internal communication in times of crisis

Is your company under fire with wide and negative media attention? Do you have to make an announcement that could have consequences internally and you want to reassure your employees? Whyte has a strong track record and expertise supporting companies with their external as well as internal communication in crisis situation. You wouldn't want your employees to learn things on your company from the media. Your employees are your first ambassadors, evermore so during a crisis.



## Change communication

All companies' transformations have one common feature: you will need the support of your staff if you want to succeed. The best projects are bound to fail if your staff is wary, if it resists or if it ignores the change. Developing a proper change communication plan is a decisive element and requires experience. Our consultants can help you in each phase of the change process: e.g. build the storyline behind the change, assess and develop employees' readiness, identify and address people's concerns, support and train middle managers, develop dedicated communication tools or campaigns to build a positive mindset in favor of the transformation etc.



## Workshops and trainings

Preparation and skills development are vital ingredients for successful communication. On a day-to-day basis, every leader, manager and employee should be a good communicator. Not everyone is born as an exceptionally gifted communicator. For this reason, we have developed several types of training and workshop programmes:

- **Elevator pitch:** how to describe and sell your company to various stakeholders in a compelling way;
- **Leadership communication and public speaking:** made for top managers who need to prepare an important internal announcement (strategic reorientation, company acquisition, restructuring, etc.);
- **Corporate identity and mission:** define your company's identity and formalize its vision, mission and values.
- **Change communication training:** how to manage communication about change within your team?
- **Internal communication in times of crisis:** how to manage a difficult announcement within your team?

## Contact

Would you like to know more about our services?

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