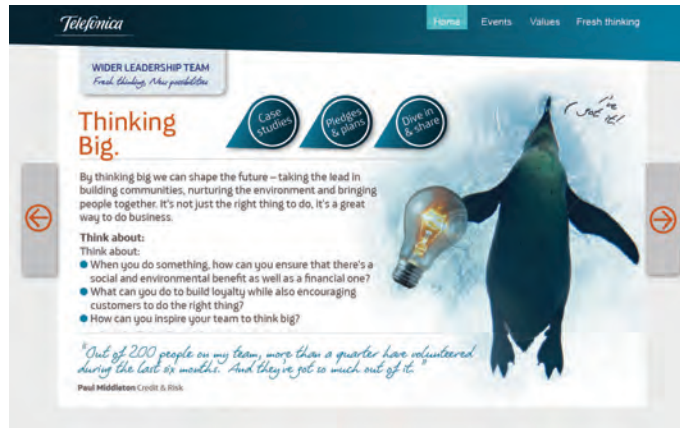




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The team at W&P delivered a complex piece of work within some extremely challenging timescales – help, advice and creative solutions were provided throughout the course of the project which helped build engagement across our branch network

Internal Communications Specialist, Yorkshire Building Society



Words&Pictures Case Study

LEADERSHIP AND MANAGERS' TOOLKITS

Line managers are the biggest team of communicators in any organisation, but are often not given the training or tools required to do that part of their role successfully. For a message to be communicated and cascaded to all areas of the business it's vital that managers are engaged with the message, trained how to communicate successfully and given the right tools.

Words&Pictures has worked in partnership with clients to develop a wide range of print, digital, video and experiential solutions for organisations to help their line managers communicate messages. This has included a series of animated films for Yorkshire Building Society Group to bring their behavioural framework to life for managers, a series of Huddle booklets for Asda and Whitbread

and an engaging digital solution for O2 Telefonica managers to share brand strategy with their teams.

Alongside this, Words&Pictures has run sessions with line managers on communication best practice and developed briefing packs to guide managers in cascading messages successfully.