



Contact us:

01943 854 800

commercial@wordsandpics.co.uk

Words&Pictures Case Study

HOW CHANNEL REVIEWS IMPROVE ENGAGEMENT

Evidence shows that communication effectiveness directly affects business performance. A wide body of research in recent years* has demonstrated that those companies with 'best-practice communications' perform significantly better in a range of measures, including engagement scores, productivity, employee retention, absenteeism and earnings per share.

But do you know exactly where you are now with your communications? The first stage in determining the quality and effectiveness of your own internal and corporate communications is to ask that question.

And that's where our Words&Pictures' Channel Reviews fit in. We help HR and communications leaders to evaluate exactly what's working, and what's not, in terms of their own in-house communications. The reviews throw new light on your people (and their views), and they'll give you an excellent baseline measure on how well your communications are contributing to delivering the business strategy. They'll tell you how you compare in your industry, as well as indicating the alignment of your

comms channels and your messages. They'll even give you insight into the views of colleagues – from the boardroom to shop floor.

Words&Pictures' Channel Reviews help IC managers develop even more effective communications strategies and plans.

We offer two different levels of Channel Review:

- 1. Internal Communication Channel Review** – these are popular, as they are focused and can give IC managers relatively quick insights for a modest investment.
- 2. Communications Audit** – provides more in-depth analysis and evaluation, including a review of colleague communications across the organisation, such as manager communications, induction and training material, through to assessments of manager effectiveness in delivering communications.

Whichever option you prefer, just remember to tailor it to your needs.

Part of our
Portfolio information pack



Where it has worked...

Words&Pictures have conducted in-depth Internal Communication Channel Reviews with many organisations including major work with **Carlsberg UK, CEVA Logistics, Mercedes-Benz Financial Services** and **Southeastern railway**.

The insight, evaluation and recommendations have provided clients with a useful baseline for future measurement of internal communications and engagement.

Having a fresh pair of eyes has helped them, and we've been able to share learnings from organisations with similar challenges. The findings have improved how they communicate and highlighted the importance of internal communications as a resource to senior executives.

If you'd like to discuss how an Internal Communications Channel Review can help your business, get in touch on **01943 854 800**.

* Research from Towers Watson, Gallup and Kenea.