



Internal Communications Research

Measuring the impact of corporate messages and the effectiveness of channels

THE PROJECT REQUIREMENT

- To develop a diagnostic measurement tool to guide and support internal communications strategy, during a period of corporate change



THE RESEARCH

A key challenge of this project was to address the varying information needs of different regions, functions and departments within this global organisation

- Stakeholder workshops to establish and optimise the relevance of metrics
- Confidential on-line and ‘internal post’ survey among a representative selection of employees from all global regions



“Bernice was the consummate professional, contributing high level, meticulous and value added direction to the creation of the measurement programme”

THE OUTCOME

- Branded measurement tool rolled out globally, with dedicated intranet website for reporting
- Numerous initiatives were developed by individual countries to rectify the communication gaps identified

Christina Fee, Director
Internal Communications
DPWN Group

OTHER INTERNAL COMMUNICATIONS PROJECT CLIENTS

- DeBeers
- Forward Thinking