

Case Study – The Fuller Life, Internal Communications

Company: A large and well known, global software products and services company

The Business Need

The client wished to communicate and reinforce the core values of the company. They wanted to ensure that workforce is engaged multiple times to make sure the communication exercise is effective. They did not wish to use conventional channels, but instead, to have more interactive and engaging means of reinforcing the core values. At the end, the client wished to track the coverage of the exercise.

The TFL Business Solution

We suggested and executed a quarterly plan for the entire exercise that included:

- Communication using posters, wobblers and danglers
- Online Jigsaw that was a game, but had customer values messaging on it
- An Online Treasure Hunt that had clues that when cracked were the values of the company
- A Peer Recognition Programme based on online polling app that we set up and managed.

Execution

- The launch was started with print collateral – danglers, posters and standing banners. An online jigsaw was used to unveil the concept to the workforce.
- The online jigsaw contest unveiled the artwork with all the core values. The advantage of using an online jigsaw was that we could know exactly how many employees had clicked on the contest, thus giving us a clear idea about the coverage.
- The launch communication also educated the employees about the core values.
- The launch was followed by an Online Treasure Hunt, where the answers to the clues were the core values of the company. This helped reinforce the core values. Again, we knew exactly how many people had taken part in the contest.
- The final activity in the programme was a peer recognition exercise, in which employees were asked to send in real life work related instances where a colleague had exhibited one or more of the core values.
- The entries were uploaded on a voting page with the 'Nominee name', 'Nominated By' name and the story. Employees were asked to vote for the best story. The entry with the most number of votes was picked and the person nominated was recognised on a public platform.

Results

- The Online Jigsaw Contest engaged 62% of the total workforce.
- The Online Treasure Hunt had 33% of the total workforce participating in it.
- The Peer Recognition Exercise saw a total of 15 entries and had 65% of the workforce voting.
- The entire programme was successful in educating the workforce and reinforcing the core values. The impact of the programme was tangible as the online channels used provided exact participation data.
- The online channels used also provided a fresh approach to a communication exercise. Instead of noisy posters and plain e-mails, the workforce was engaged using colourful interactive online activities!