

Internal communications services



Mushrooms or magic?

Let's face it, employees are the company's greatest asset, yet how often do they find themselves working in the dark? No information at critical times, poor feedback and no real map of the corporate direction. Employees and managers respond emotionally, intellectually and have their own agendas, too - a fact much overlooked in the business of internal communications. Typically they are faced with silence during bouts of business upheaval, are unheard when they have constructive criticism, downsized during cutbacks and unrecognised on a day-to-day basis.

Now these may just be employee perceptions, but in the business of communication - that's reality. The truth is that people in all their diversity have a dazzling range of skills, ideas, creativity and disciplines that go unseen and so unharnessed by the corporation. They are left at the door when an employee arrives for work.

It can be different. Improving internal communication channels, thinking differently about how knowledge is shared and aligning people's best efforts with corporate direction can significantly boost employee satisfaction and motivation. Introducing effective listening, without having to wait for the annual survey, helps to identify problems before they escalate and reduces the impact of the grapevine. Good communication values the company's greatest assets.

How we can help

INTERNAL COMMUNICATION STRATEGY

Use our consultancy service to help you develop a communication strategy to excite, engage and align your employee communities. Whether addressing general improvement in communication or driving forward an internal campaign, we can apply our experience of delivering effective communication to your unique business context. We have been working with organisations on internal communication projects for more than eight years.

IMPLEMENTING COMMUNICATIONS

Our consultancy is supported by project teams of expert professionals who work together to design, develop, write and create a range of employee communications: new microsites and functions for your intranet, employee newsletters and magazines - online and offline. We can provide campaigns which fully integrate your communication channels, and create learning support materials which explain and help deploy corporate direction.

COMMUNICATION AUDIT AND FEEDBACK

Good communication begins with listening. We provide a range of approaches to understanding the current state of communication in your organisation and offer measured and qualitative feedback. We use a variety of approaches online, offline and through small groups. We then work with you to interpret the results and suggest remedial or improvement actions.

INTRANET & PORTAL IMPROVEMENT

We can help you refresh your existing intranet. If your intranet could be working better, our task force can help. This may consist of an initial assessment and recommendations or you may ask us to target an area or function of your site. We can design, build and deliver a single solution or phase-in a transformation.

Our client experience

Our clients include several global companies as well as UK government. Saffron House projects have included consultancy during merger and acquisition of a European IT services provider, intranet improvement for a UK Government agency and Business Excellence campaign for an international lighting manufacturer. We have also worked on a range of HR projects including diversity and inclusion, self-managed high-performance teams, empowerment, and disability for global enterprises.

Related services

CORPORATE PUBLICATIONS

Beyond branding, our services include company publications: newsletters and magazines for customers and employees, white paper publishing to confirm thought leadership, as well as telling the company story online and in print. Our team of journalists and business writers are working with features and feedback from worldwide locations. While our designers and developers turn words into exciting and engaging visual experiences.

INTRANET IMPROVEMENT STRATEGIES

Use our services to develop your vision and create your unique intranet strategy. Saffron House can help you to visualise, structure and design an intranet which engages at all levels, making work easier and employees more productive. One that entertains, informs, shares knowledge and helps identify best practice. One that makes you measurably better in business.

Working with Saffron House

Saffron House has been providing successful communications and marketing consultancy and creative services to clients since 1994.

Our clients choose to work with us in relationships which are informal, responsive and pragmatic. For this reason we don't employ the usual agency structures. We keep our organisation tight and virtual, with the emphasis on high value and performance.

If you prefer the comfort (and premium) of a large agency then we won't be your choice. If, however, you want a catalyst - people who challenge the status quo and are prepared to think differently about your requirement - Saffron House can offer you this.

For more details of our approach to Internal Communications, visit our website. Or, better still, contact:

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