

CASE STORY: Envision and FlexPaths collaborate to bring best in class services to client including flexible work programs and employee communications and engagement.

Fortune 500 Insurance Company Looks to Improve Their Culture as They Implement Remote Work

PROJECT SCOPE

Internal Communications Plan, Creative Concept and Execution

SUMMARY

In partnership with FlexPaths LLC, Envision developed an internal communications plan and creative messaging concept for a FlexPaths' client to engage employees who were working remotely. The idea grew after senior leadership shared their concern about maintaining a connected culture.

PROBLEM

Potential Loss of Culture as Teams Become More Dispersed

The client's remote work program was so well embraced that employees and teams became increasingly dispersed, which raised concerns that employee engagement and company culture could be compromised.

APPROACH

Connecting with Leaders and Listening

Utilizing a three-phase approach, Envision developed a communications plan and messaging campaign, focused on employee stories. The stories showcased how employees created and maintained their vibe virtually and with their teams. Ultimately, the campaign addressed senior leaders' concerns as well. It was a strategic win for the entire company.



Phase 1 Discovery

Understanding What Spells Success and Collaborating for Results

Envision interviewed leaders and employees to understand the problem and the core of the employee experience. During these interviews, we learned that leaders were concerned the organization was losing its cultural vibe.

But what we found was that the organization had actually developed a vibe virtually.

Subsequently, this became the powerful focus of the entire communications plan moving forward.



Phase 2 Creation

An Internal Campaign that Engaged Employees in Their Own Stories

Envision created an internal campaign to engage employees to submit their own virtual vibe stories.

We also created a comprehensive communications plan that incorporated integrated strategies and engaged diverse audiences

The campaign was launched on their internal intranet, on monitors throughout their space and in key communication applications like Yammer.



Phase 3 Execution

Increasing Engagement and Program Enrollment

Enrollment in the program was a key indicator of campaign success.

Following one of the company's strategic real estate moves, a portion of the employees moved to off campus status and 94% enrolled in the program.

Yammer engagement, as a Key Performance Indicator (KPI), increased from 3% to 31%.

To learn more about Envision's brand culture and employee engagement services, please visit www.thinkenvision.com.

ENVISION

RESULTS

The campaign brought the largest views of content on their intranet. And Yammer engagement, as a Key Performance Indicator (KPI), increased from 3% to 31%.

TESTIMONIAL: MERYL ROSENTHAL, CEO, FLEXPATHS



"Liz brought a fresh and needed perspective to one of our longest standing clients, dedicated to maintaining a connected culture as their footprint became increasingly dispersed. Liz helped the team step back; she asked the right questions and identified optimal ways to engage various employee audiences based upon their demographic, change readiness and style. As a result, she produced a top-notch campaign that was proudly announced by their senior leadership."
(To learn more about FlexPaths, visit www.flexpaths.com)