



**Let's make the
world a better
place to work**

Internal Communication

What are our objectives?

Strategy

Engagement

Recognition

Connection

Wellbeing

Culture

Effective Strategic Communication

What do we need?

Channels

Primary platform and
supportive channels

Owner

Senior Sponsorship and
Internal Comms owner

Strategy

Clear strategy and
commitment to it

RG's Communication Strategy

What do we do?

**Comms
Calendar**

**Endorsed
Themes**

**Branded
Content**

**Integrated
Recognition**

**Broad
Distribution**

**Analytics &
Measurement**

Mission Monday



**Owning It:
Doug Butler**

We focus on our Purpose, Mission, Values. Reflect on the past week and look at how to make a success of what's ahead.

Tech Tuesday



**Owning It:
Adam Altounyan**

Talk all things Techie to me with I.T, Security and Success Portal Knowledge.

Wow Wednesday



**Owning It:
Sevil Rahimova**

Product release means time to drop the latest news on the latest features, fixes and product releases all created to delight our customer and wow them!

Thank You Thursday



**Owning It:
Cat Lewis**

Manager-led Recognition is the key to a hugely engaged Recognition culture. Our Managers take to the spotlight to communicate the moments our people have pushed the needle and moved our mission forward.

Feel Good Friday



**Owning It:
Rob Hicks**

We share our People News updates and our People Team take over to share with how we're making RG a great place to work.



Leadership Endorsed Themes

Embedding Strategy into Culture



Embed, Measure, Communicate

Making strategy part of your everyday narrative.





We work hard

We work hard



We love our job

We love our job



We speak up

We speak up



We are human

We are human



We think global

We think global

Tagged in

#leadership

#people news

#season 3



Wow ×

45 Comment

262 Views



You, Eli Nesheva and 120 others reacted

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Drago Markov

Massive congrats to [James Edwards](#) and [Molly Barton](#)! I believe the fresh perspective you'll bring tot he LT will help RG grow stronger and better. 🚀 ✨ Also congrats to [Rob Boland](#) and [Will Tracz](#) - well deserved! 💪

React ▾ Reply ⌚ 1 week ago



Tom Conran-May

Super exciting news 🥳 huge congratulations to [Molly Barton](#) [James Edwards](#) [Rob Boland](#) and

Connection

Connecting to our mission and to each other.



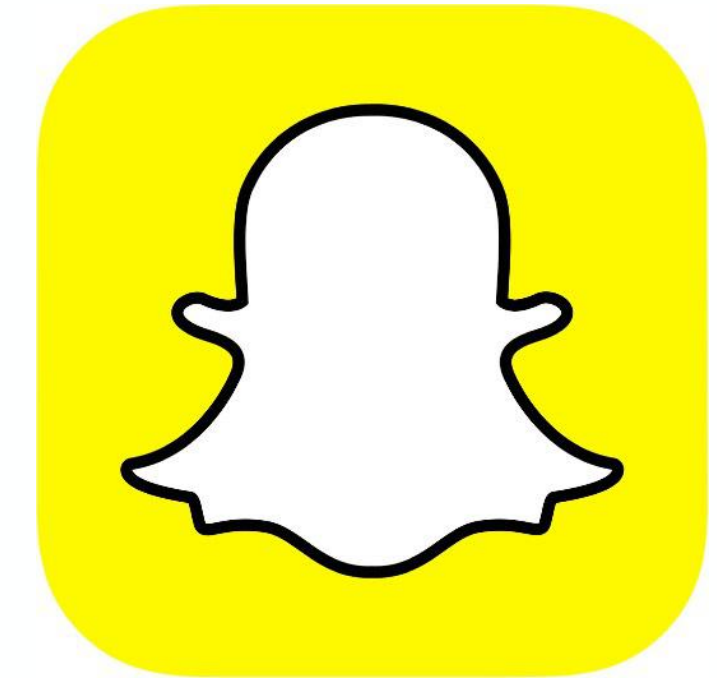
Leadership Endorsed Themes

Embedding Strategy into Culture

signagelive
●●● delivering media to your screens



SmartHub®





boomfornrgpeople

Edit Profile



2,137 posts

253 followers

216 following

boom! for RG People

Welcome to the boom! Instagram page for RG People 🌐 #RGFun

Boomfornrgpeople.com

Find all of our boom!posts at:

rg.co/boominsta

Start Recording



Doug Upd...



PSN Highli...



Friday Rec...



Rgfun

POSTS

IGTV

SAVED

TAGGED





boom!
For RG People

19:26



5 min ago
Enzo, Maria and 6 others recieved "Team work makes the dream work" eCard from Philippe Pozzo di Borgo



Thank you for the smooth DD week. You made the dream work by working as a team and all went really good with the daily deals. It



Profile

Feed

Create

Filters

Filter by groups (You can select upto 5 groups)

License country : GBR ✕

Filter by time period

Last Quarter ▼

Apply Filter

143 members found for 01 October 2019 - 31 December 2019

Total number of recognition moments

1581

Total sent and received recognition moments

Recognition engagement

94.4%

percentage of employees who have either sent or received recognition or both

All receivers

93.0%

percentage of employees who have received recognition

All senders

81.1%

percentage of employees who have sent recognition

A smiling man with short dark hair, wearing a black sweater over a light blue collared shirt, stands against a bright green background. He is holding a white rectangular sign in front of his chest with both hands. His right hand is pointing towards the sign. The sign contains the text 'Where does Leadership come in?' in a bold, dark blue font. He is also wearing a gold watch on his left wrist and a silver watch on his right wrist.

**Where
does
Leadership
come in?**

CEOs and Leadership develop and
drive corporate strategy, but we also
need to **own culture**
and **connect with our people.**

My role in Strategic Communications

What can business leaders do?

1

Weekly CEO Blog

3

Promotion of internal
HR initiatives

2

Quarterly themes

4

Encourage Leadership
Team involvement

What do Internal Comms do?

A strategic partner for you and the business

1

Advise on content,
tone and delivery

3

Alignment of
campaigns & themes

2

Speak Up and
understand others

4

Encourage honesty
and inspire confidence

Purpose & Leadership Buy In

Company Connection

- Advertise Events
- Promote Initiatives
- Amplify Announcements
- Embed Values and Cultural Goals
- Promote targets and results

Leadership Connection

- Announce / Promote Leadership Priorities
- Reinforce cultural objectives
- Align leadership and their people.

Human Connection

- People want to hear from them
- Leadership want to connect
- Leadership wants to be heard
- Leadership will pay attention to views