



**CORNERSTONE**  
**LEARNING MEDIA**

# EMPLOYEE COMMUNICATION

Partnering with you to enhance engagement through strategic and effective communication.

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# ENGAGEMENT COMMUNICATION

## PARTNERING TO DELIVER ENGAGING EMPLOYEE COMMUNICATIONS



***If you want better employee engagement, you better engage your employees.***

***Engage with the right messaging, the right timing, and the right format that is most engaging for each individual.***



**COMMUNICATIONS ADVISING** We partner with you on the planning and creation of a dynamic, relevant, consistent, and measurable employee communications strategy. Together, we develop the right message, with the right timing, using the right format to deliver the desired impact.



**VIDEO CONNECTIONS** So much of an individual's daily consumption of information comes by way of video. Why should employee communication be any different? An effective employee communication plan should include high quality, targeted video messaging. Videos are excellent in creating greater organizational awareness and in connecting employees to the vision, mission and purpose or the organization. We partner with you on:

- Video planning
- Scripting
- Lighting
- Filming
- B-roll video capture
- Editing



**AUDIO CONNECTIONS** Flexibility and efficiency make audio connections a key element in creating and sustaining active employee engagement. Regular audio updates, branded podcasts, employee profiles and team features are examples of engaging audio communications.

Opportunities for partnering:

- Content and audio branding creation
- Audio recording
- Mixing and editing



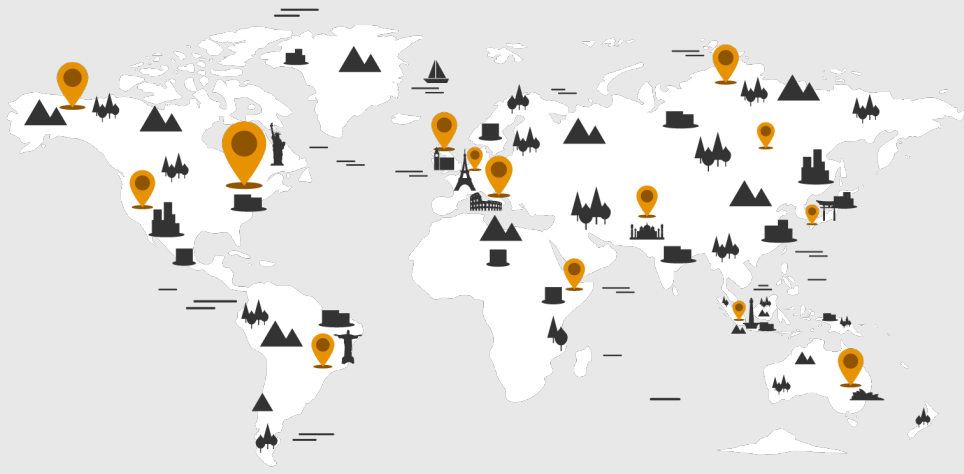
**INFOGRAPHICS AND INTERACTIVE EXPLAINERS** The desire to receive relevant and timely company information by employees is unprecedented and successfully delivering that in any organization requires investing in the ongoing knowledge and professional growth of every employee. Designing and creating interactive communications that informs and educates not only connects employees to the organization, but builds both capability and capacity that leads to enhanced performance and employee engagement.



We partner with you to:

- Develop professional, interactive infographics designed to impart knowledge.
- Create unique learning tools that capture and hold the interest of the participant, while explaining processes and procedures.
- Incorporate voice or video into any interactive tool, providing an even greater participant experience and learning capability to the organization.

# WHAT IS IT AND WHY IS IT IMPORTANT?



## THE CHANGING LANDSCAPE OF EMPLOYEE COMMUNICATIONS

### What is changing?

- Because **how** we work and **where** we work continue to change, the expectations for effective employee communications have increased significantly.
- Because today, **how** we consume information and the **rate** at which we consume that information requires rethinking the traditional approaches to employee communication.

## HOW WE CAN HELP.

### SEIZING THE COMMUNICATIONS OPPORTUNITY

#### A changing landscape creates opportunity to:

- Develop more current and innovative approaches to connecting with employees.
- Actively engage all levels of employees in creating and delivering more relevant and impactful company and employee communications.
- Eliminate all geographic, time zone, and generational communication barriers.

***Don't just speak to your employees,  
connect with them!***



## HOW CAN WE HELP ENABLE YOUR ENGAGEMENT?

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