



## Case study: Strategic Communications Planning and Development

A biotech company had just launched its first product and, in developing a commercial team, had more than tripled the size of the company. The client needed to build an internal corporate communications structure, quickly. We were retained as strategic communications consultants.

We worked with the corporate communications executive to formulate goals for the internal communications (connect and engage a dispersed workforce) and identify a style of communications (storytelling) that would help shape the culture of the new company.

Our first step was to assess the stream of communications that was happening internally and between corporate and the field. Then we created and disseminated a company-wide communications survey, asking the employees to rate which media they preferred for receiving communications and which company platforms they used most frequently.

Based on their responses (approximately 65% of the company), we:

- Rebranded and relaunched the company town halls, creating a series of separate gatherings for community/social, executive communications and training for emerging leaders.
- Revised the internal company website, making it more user friendly and navigable.
- Streamlined the volume of emails that were being generated, and created strategic communications plans for key internal stakeholders such as HR.
- Revised the company newsletter, making it shorter and more graphical.
- Developed a workshop for emerging leaders that taught them how to develop a storytelling style of communications, and coached them on presentation skills.

- Created a story database that allowed the client to capture stories from the various communications channels and tag them by subject, date and person, so they could be more easily accessed and re-purposed.
- Created a story-focused newsletter for the commercial team that focused on short (less than 500 words) stories from the field about successes and challenges.

The engagement has skyrocketed, especially with the town halls and the commercial story newsletter. The database is being used by all of the agencies on the account, including social media. The storytelling workshop received (on a scale of 1-5), all 5s and 4s. We continue to measure engagement with all outgoing communications and more than 95% of the time, the communications receive five stars.

Skills: strategic planning; storytelling; consulting; writing; project management