



# 'Internal Communications for Engaged Employees'

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## Effective Internal Communication for Engaged Employees

### Rise of social media and its impact

- 50 billion connected devices before 2020 worldwide
- 71% of adults in the UK have a smartphone
- 80% of our time on smartphones (66 hrs / month) spent on an App

### Why is it so important?

- Enrichment of employees lives
- Increase in overall company performance
- Management and employee dialogue
- Brand Ambassadors



## Mott MacDonald Strategy Video

Myriad Global Media were tasked with creating a series of films for our Client Mott MacDonald to help inspire their staff and shareholders about their new corporate strategy.

Employees from across the business were asked their understanding of 'at our best' and how they felt it impacted their work.

By clearly communicating their strategy - Mott MacDonald ensure their employees champion their brand - ultimately benefitting their clients.

AIM:

Inform, inspire and engage shareholders across the business.



# How to improve your company's communications

- Keep goals and objectives visible
- Lead by example
- Empowerment of employees
- Reduce emails and meetings



## BT Engine Ear - podcast

An example of where Myriad has helped clients to produce effective internal communications.

British Telecom Exchange Engineering Services (EES) team consists of approx. 1600 members, most of whom are engineers that work remotely across the UK.

BT commissioned Myriad to produce a series of short podcasts to help keep their exchange engineers informed and engaged with key business issues and changes.



## BT Engine Ear - podcast

Listening figures attracting over 1300 listeners out of a total target audience of 1600.

The informal and playful tone of the podcasts appreciated by the audience

Myriad received award for excellence by the UK Institute of Internal Communications

These programmes allowed for 2 way engagement between EES team members.



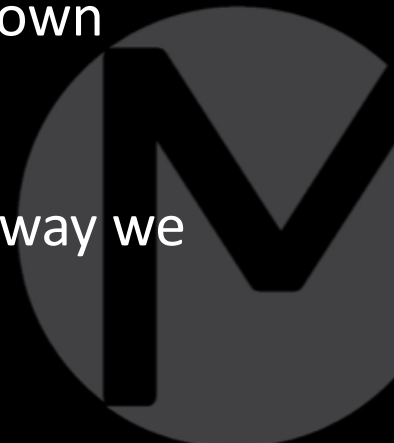
# Amazon Corporate Security Video

Myriad produced 3 travel safety videos for internal safety teams at Amazon

Focus on how to change your way of thinking, dependent on where you are travelling to and what safety pointers to look out for.

Rather than send an email or sit staff down for a training session – these videos allow employees to watch and digest the content at their own convenience.

An example of being responsive to changing times, changing the way we communicate in order to effectively convey key messages.





Thank You  #myriaddoessafety

