

WEBER SHANDWICK EMPLOYEE ENGAGEMENT

No group has the potential to impact your organisation's reputation more than your employees – for good and for bad. Employee engagement is a two-way street: the first question companies need to ask is: "How do we engage our employees," but this needs to be followed quickly by: "Are we an engaging employer?"

Organisations that have a reputation for really understanding employee engagement commit to it as a core organising principle. The benefits of commitment to their people are clear: improved customer experience and business performance.

Weber Shandwick's employee engagement experts can help you develop an exceptional employee experience, which will help you to build a highly engaged workforce that wants to do more for your business.

A good employee experience has to be knitted into the entire employee journey, from the point that someone first becomes aware of your organisation, until the moment they leave. You cannot just turn "employee engagement" on and off when you want something more from your people. They will not trust you, believe you or make the changes your business needs.

For organisations that want to engage their people, adopting a mindset that makes creating a great employee experience one of the primary objectives of the organisation is an important first step. And every part of the business that impacts employee experience – communications, facilities, HR, IT and leadership – needs to be aligned.

We'll help you create great employee communications that makes it easy for your people to understand your organisation's priorities, what this means for them and what they are expected to do.

Our Head of Employee Engagement, EMEA, Stephen Duncan, works with clients across Weber Shandwick's practices to develop employee engagement and change management strategies that benefit employees and employers in equal measure.

Stephen is a trusted advisor to senior leaders, helping them understand how to engage people in key issues including strategy, purpose and values so they can attract and retain talent.

Weber Shandwick produces regular thought leadership on employee engagement, including our *Employees Rising* research on how to turn employees into advocates.



OUR OFFER

- ▶ **Employee experience:** How to make your people want to engage on issues that matter to your business: doing the small things that will make all the difference.
- ▶ **Employee advocacy:** Turning employees into advocates who will promote your brand, protect your reputation and engage with stakeholders.
- ▶ **Strategy development:** A one-day workshop exploring how to engage your people in your business priorities.
- ▶ **Post-merger integration:** Helping you communicate to your people during the deal process, to effectively bring the cultures of two organisations together.

CONTACT



Stephen Duncan

Head of Employee Engagement, EMEA

T: +44 20 7067 0507

M: +44 7811 836 581

sduncan@webershandwick.com