

As we launch into 2024, business trends continue to highlight the growing importance of solid business communication strategies. By pairing smart communications with strong execution, employee engagement levels go up and productivity increases, driving better business results.

With more job openings than applicants, businesses are focused on becoming an employer of choice. But that doesn't happen by accident. Strong communication leadership skills are essential to attracting, engaging and retaining employees. People are looking for companies that align with their personal values. Whether they want to work more flexible hours to support a growing family, take an extended dream vacation or find a way to better juggle all of life's responsibilities, employees want to be seen, understood and supported.

We believe communication is a strong business lever that when overlooked, can cause misalignment. And when used well, can enhance employee engagement. Here are a few highlights of our 2023 work:

- Designed and led leadership workshops to gain alignment on what it means to be a "Leader Communicator" with a goal to improve employee engagement levels.
- Delivered multi-month coaching programs for individual leaders to improve communication skills including pre- and post-surveys to measure improvement.
- Supported a large national company making some significant and difficult business changes including employee downsizing.
- Provided media coaching and skill-building for spokespeople at a large non-profit organization.
- Supported executives and leaders preparing to present at a global summit including key messages, slide content, storytelling and delivery.
- Partnered with a company on a Union mitigation plan during an attempt to organize.
- Provided communication strategy to help a manufacturing company close down a line and manage a significant layoff with heart.
- Worked with a leadership team to build a more transparent culture with better two-way communication and fewer silos between functions to drive employee engagement.
- Built the structure for systematic cadence of practical communication to ensure that employees have what's needed to do their jobs.

Our clients are generous in providing feedback on our work:

"I want to thank you for all you are doing. It really makes a difference with our leader presenters. And what I love about you providing the feedback to our leaders rather than me – it's not the same, it's not received the same, it's not as comfortable and it's not as safe. You are providing such a valuable resource. "

–CEO Client

"Thank you for being one step ahead of us and thinking through every aspect of this project. We don't do this very often and so value your expertise."

–Business Change Client

"I had my performance review today and was complimented on my relationships with the executive team and my presentation skills – that is what made me reflect on the coaching you provided me five years ago. My confidence increased so much working with you. I never go to a meeting or give a presentation without preparing my points and doing a practice session!"

–Executive Coaching Program Client

Looking ahead to 2024, we remain committed to delivering communication excellence in all the work we do to help drive meaningful business results.

Warmly,

Barbara and Janell