

# Best Internal Communications Strategy

## Winner

# Reward Gateway

Reward Gateway's communications strategy is an excellent example of clarity. At every stage, design, execution, and result, it serves to inform employees and leadership alike.

The company's internal communications team understands the vital role communication has in building trust, aligning all elements of the organisation with a common purpose and helping employees feel connected to a greater whole.

At every angle, in every area of need, Reward Gateway has delivered a means of dialogue. No one in the company is left in the dark, or without a voice.

When building its strategy, the company mapped out the avenues of information that already existed, refining communications to three channels.

It communicates to employees through engagement platform boom!; employees with each other through Slack; and employees to customers through email.

So far so unremarkable. What makes the strategy special, however, is the sheer proliferation of communication throughout the organisation.

Important news is shared on TV screens in the office and through boom!, which counts 95% of the company as active users. A blend of video, audio and written content means all styles of learning are catered for, and blogs are sent out with personalised addresses to employees.

Company news is regular and informative. Every day, the communications team produces 10 minutes' worth of content, whether it be 'Mission Monday' video and news with CEO Doug Butler, 'Wow Wednesday', or 'Feel Good Friday'. Use of themes helps to break the week up and provide a varied atmosphere.

Daily communications form a constant thread with which employees can weave



their own conception of the company. Being so regular and so consistent, employees have an unusually cohesive idea of what it means to work there – and are unified in that idea.

Reward Gateway's comms team has found putting leaders in front of staff has allowed them to build a more personal understanding of their manners and reasoning. When tougher news has to be delivered, employees know and trust the leader's voice and don't have to second-guess intentions.

Trust is not the only beneficiary of such a concerted effort, however. Quarterly strategy update webinars, of a maximum

of 90 minutes, helps every employee understand how their work relates to the company's direction. Employees are spotlighted for good work, and given a platform to explain aspects of the business.

Bottom-up communication is also prized. For this reason, the company also holds a quarterly networking event, focused on giving the leadership team a regular opportunity to learn from others in the business in-person, and identify solutions to any problems highlighted in its engagement surveys. Feedback is gathered after every event.

Reward Gateway has reaped the benefits of its strategy – but is it any surprise that a company so conscientiously willing to engage with its employees would find its recompense? A 71 global employee net promoter score (NPS) suggests not.

Judges called the entry a "dynamic and exciting comms plan", with a "great understanding that comms is two-way, not just projection". **HR**

### Shortlisted

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**British Heart Foundation**

**Weir Minerals Europe**