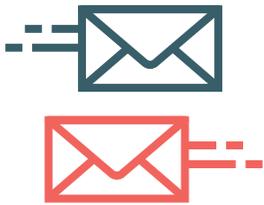


Six Trends to Continue in 2016 for Engaging Employees



Real-Time

In today's digital age, people expect information as it happens, and content becomes outdated quickly. To supplement quarterly publications, companies are sending out short videos or stories on a weekly basis. Employee feedback is that the information is engaging and relevant because it's timely, direct and uses intriguing visuals.



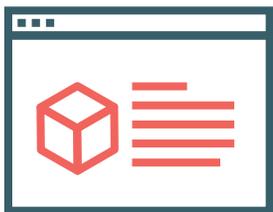
Individualization

Targeting information to employees via intranets and e-newsletters means that employees are able to easily access the information they need in as few clicks as possible. In addition, targeting information focuses employee communications, giving leadership confidence in the channel because they are able to effectively and efficiently deliver their messages and strategies.



Mobile

How do you reach front-line workers? Mobile is becoming an increasingly attractive option. According to Pew Research, 92 percent of American adults own a cell phone, and over two-thirds own a smartphone. We're helping companies leverage this trend with mobile friendly intranets, newsletters and other communications.



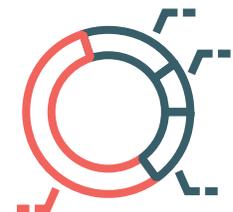
Intranet Upgrades

As social collaboration continues, companies are readying their intranets to meet the demands of a digital gathering place. Two-thirds of our clients have gone through an intranet relaunch this year, and we have helped with discovery, design, programming, governance plans, launch games and sustaining communications.



Video

Companies are looking for a more engaging way to share changes and best practices. That is where explanations come in. These short, animated videos allow organizations and leadership to provide a boost of inspiration about vision or values, map out a process or share the "why" with just a touch of humor...or none...depending on the brand and culture.



Analytics

Discovery is becoming not just a nice-to-have but a must-have as companies realize the knowledge and insights they can gain from analytics. Analytics can help guide communications to better engage employees and provide evidence to leadership about why the company needs to invest time, money and resources to upgrade or launch new communications.