Every person, in every organization, has a responsibility to communicate effectively with others. In fact, this kind of day-to-day ‘conversation’ is typically the most impactful communication that happens in any organization. But there is also the more formal, intentional, strategic kinds of communications — the kind that the internal communications team owns and that, when done well, can dramatically boost a company’s performance. We think of these two communication approaches as “little c” and “Big C” — both critical to an organization’s ability to engage, align, and mobilize its employees and ultimately achieve its goals.

**Blue Beyond helps clients take an intentional and impactful approach to both their informal and formal communications, because when the little and big communications work together, both the people and the organization thrive.**

We work with leaders at large, global organizations to create comprehensive, highly integrated, holistic communication strategies and plans that drive engagement in support of business goals. We understand the nuanced approaches to helping boost employee awareness and understanding, as well as inspiring employees to feel a much deeper commitment and a readiness to change the way they think about their daily work. Sometimes our clients have an in-house team with the capability and capacity to implement our recommended strategy and plan, but — when they don’t — we love the opportunity to roll up our sleeves and help with implementation. We are strategists, writers, designers, project managers, researchers and just really great thought partners whose passion is to help your internal team exceed expectations.
Employee Communications

Develop and implement strategies aimed at creating employee awareness, understanding, commitment, and action that enables their contribution to organizational success.

- Create and implement employee communication strategies aligned to well-defined business objectives and tracked through meaningful metrics and measurement processes and methods.
- Partner with clients to establish a content strategy (editorial calendar) and channel architecture to ensure the information needs of all targeted employees are met.
- Craft actual communications, write stories, and create communication templates that others can tailor for maximum relevancy.
- Design, plan, and develop live and virtual meetings that engage stakeholder groups.
- Conduct qualitative assessments to gauge and improve communication effectiveness and employee engagement levels.
- Create network of communication ambassadors to ensure messages reach and resonate within all corners of the business.

World-Class Communications Capabilities

Are you starting or bolstering the Communications function at your business? Looking to help your team align around and focus on the Communications priorities and capabilities that are most critical to your business? We've identified a consistent set of 45+ capabilities that characterize leading communications teams at global Fortune 500 organizations. Ask us about our custom-designed strategic planning workshop that helps align and focus your team.

Internal (Functional) Communications

Support functional leaders with their “intra” (within team) communications that the corporate communications team (focused on company-wide efforts) may not have the opportunity to address.

- We can support any business or functional leader with their specific communication needs around all of the focus areas mentioned above.
- We do this in a way that ensures alignment with not only the broader organizational communications plan — partnering as needed with the corporate team — but also the overarching business strategy.
Leader Communications
Encourage and equip senior leaders to support through words and actions

- Design and facilitate sessions to help leaders align on a direction or decision and understand their role in leading the charge and walking the talk.
- Create tools that help leaders effectively communicate by both informing and listening, such as forums for critical stakeholder dialogue, messaging in whatever format suits their style, materials they can cascade to middle management, and more.
- Develop a process for monitoring, tracking, and reporting progress so that leaders stay informed and can continue supporting as needed.

Manager Communications
Boost manager understanding and capability so they feel motivated and equipped to drive use and adoption within workgroups

- Create resources to help managers understand and embrace their communication responsibility, such as communication competency-building programs, leader-to-manager communication and connection opportunities, and forums for peer-to-peer collaboration.
- Equip managers to confidently and effectively drive change within their teams by arming them with talking points, Q&As, discussion guides, conversation tips and worksheets, and communication templates.
- Develop processes to obtain employee questions and feedback.

Blue Beyond Creative Services
Our talented in-house creative team sets us apart from other firms by partnering closely with clients and account teams to design and produce visually compelling content that brings internal communications strategies and employee engagement initiatives to life. This includes branding and visuals for print and digital media, signage, collateral, presentation decks, event graphics, and more. Ask to see our portfolio!
Building effective organizations where both the business and people thrive. Blue Beyond helps leaders and teams succeed. We are people-side-of-business generalists who are expert in the “soft stuff” that is so often the hard stuff—leadership, communication, change, culture, organizational effectiveness, talent management, and employee engagement. We partner with our clients to envision possibilities, activate their people, execute with excellence, and achieve breakthroughs. Blue Beyond was founded in 2006 in the San Francisco Bay Area. Our experienced team members provide services to clients in a variety of industries and sectors across the US and globally.

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WHO WE’VE HELPED

Change Communications
Create innovative and impactful strategies that drive meaningful and sustainable changes in employee mindsets and behaviors

- Create holistic, highly integrated change management and communication strategies and plans
- Conduct stakeholder analysis and establish stakeholder engagement plans to build commitment through meaningful conversations and communications
- Develop compelling messaging and visuals to deliver clear, relevant, memorable, and energizing communications
- Draft stories about early wins and employee acceptance to build credibility and motivate broader adoption

Integration (M&A) Communications
Develop a holistic communication approach and plan that helps to ensure a successful transition

- Develop a comprehensive communications strategy and detailed roadmap for Day One, as well as a 30-60-90 Day Plan
- Engage leaders and managers in being visible, transparent, and “on point” in their communications
- Ensure a constant drumbeat of communications targeted to distinct employee segments at the acquiring and to-be-acquired companies
- Establish process to maintain communication that flows up, down, and sideways

WHO WE’VE HELPED

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