

ALIGN. ENGAGE. RETAIN.

Discover how authentic,
employee-centric outreach
is improving organizational
culture and increasing
employee loyalty.



Leaders at organizations with a large number of nonwired employees face a difficult challenge—how to provide this deskless population with key information such as company news, strategy and events to ensure they are working productively, safely and toward organizational objectives.

—GARTNER

Are You Emotionally Connecting With Your Employees—No Matter Where They Work?

Communicating in compelling ways sets the stage for authentic, lasting connections between your employees and your brand. Depending on their job function, it's not always easy, though.

At ITA Group, we know how to reach your employees on a personal level to align, inspire and engage them for the long term.

In this portfolio, we'll show you how we've helped companies use their employer brand, supported by internal communication and engagement strategies, to foster an environment where employees love to work.



Aligning Employees With The Brand Promise

A new external brand campaign is an exciting change for your organization. But without a clear strategy, it will likely lack the intended impact with employees. How do you make your external brand message resonate with internal team members?

In preparation for a major external rebrand following a series of mergers and acquisitions, this company eased more than 20,000 employees into a unified brand by reinforcing a shared brand message, core values and cultural norms. To ensure the external message mirrored its employees' experience, the employer took efforts to help employees understand how they fit into the external brand message and how the organization would like their support advocating for it.



The employer saw a 35% increase YOY in employees who are "confident in the organization."



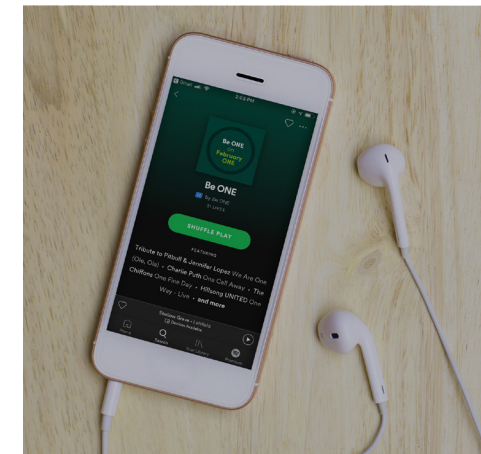
A microsite shared key information and created sustained engagement.



The employer hosted fun activities during launch week that drove home the brand story and organizational values.



Bold environmental graphics connected key values back to the daily lives of employees within their work environment.



The strategy created a network of ambassadors to help support the brand rollout and answer team member questions.




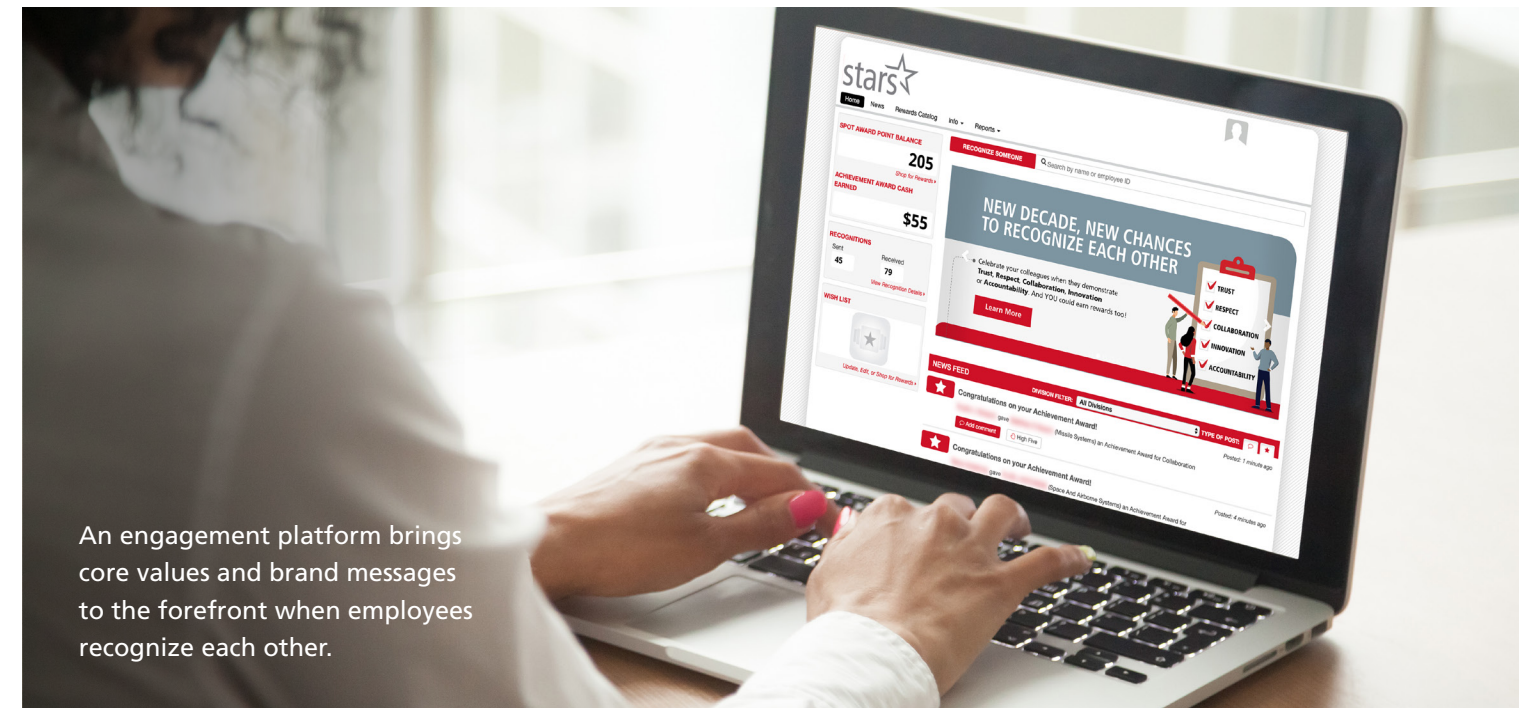


Connecting People— Wherever They Are

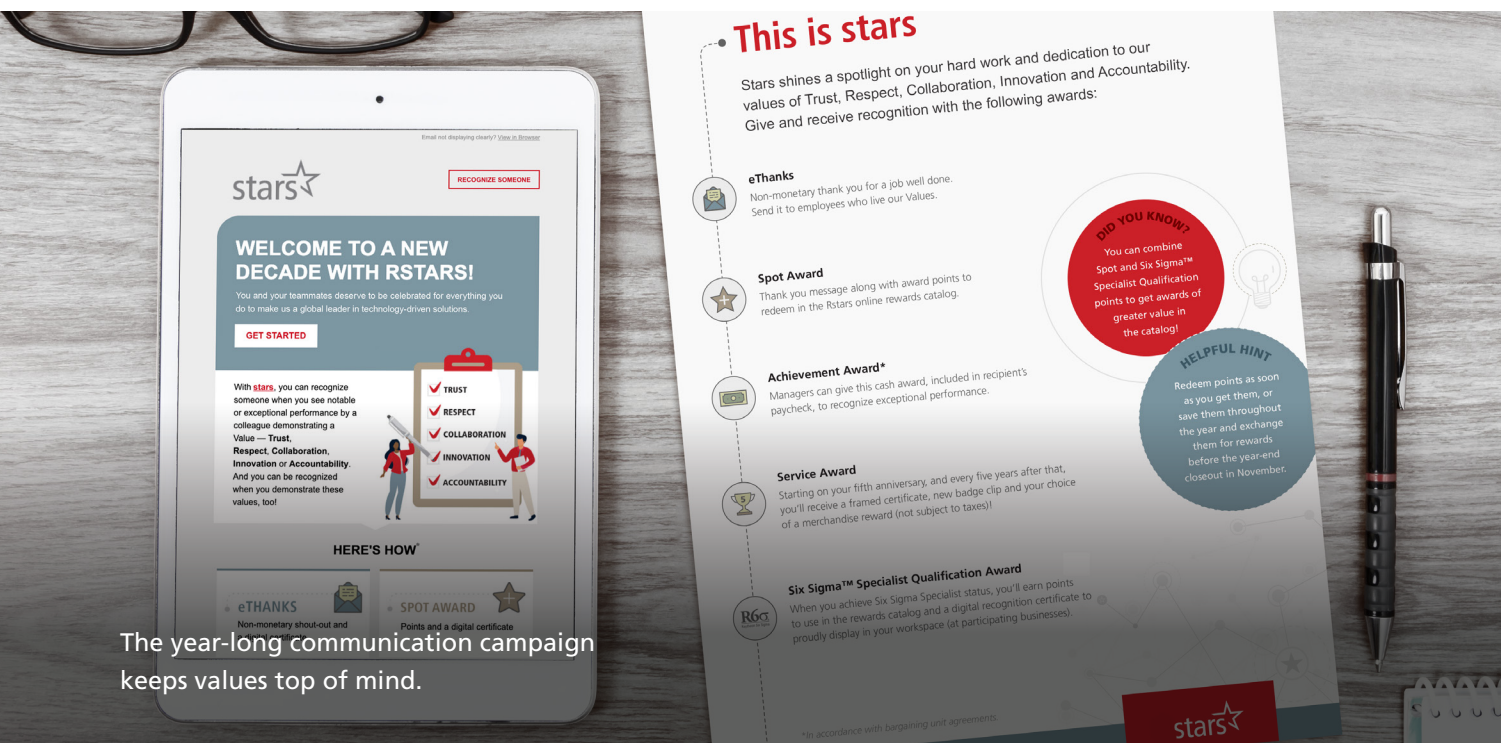
A global workforce presents its own challenges—and those challenges are only magnified when disruption occurs. How do you make sure employees feel connected to each other and valued so they can overcome these unexpected challenges?

Recognition is one of the most powerful ways we help our client accomplish this need. Their employee recognition and reward program reinforces their employee value proposition (EVP), empowers team members to demonstrate key behaviors, celebrates accomplishments and highlights shared purpose.

 Today, employees are 100% satisfied with the program, and it shows—there's a correlation between program recognition and retention, especially among new hires, who are 6% more likely to stick around if they receive just one recognition.



An engagement platform brings core values and brand messages to the forefront when employees recognize each other.



The year-long communication campaign keeps values top of mind.



Creative communications connect employees to the importance of recognition.



Employees choose personally relevant awards that further reinforce their connection to the organization and their peers.



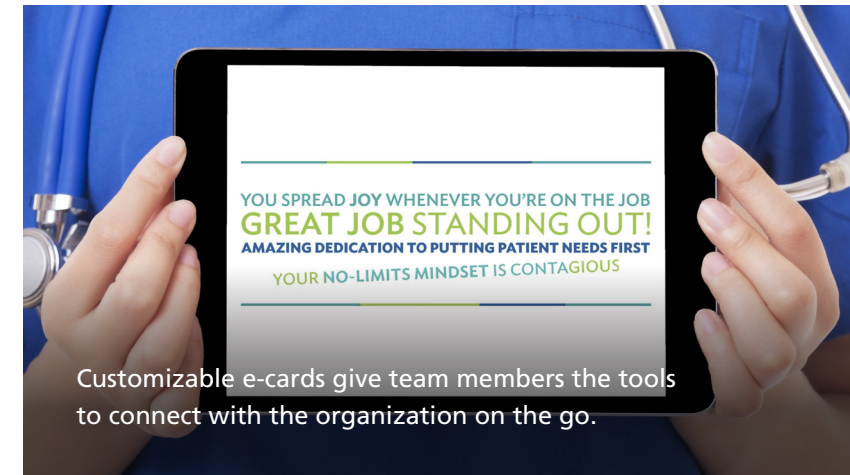
Amplifying Employee Motivation & Purpose

A leading healthcare provider is proud of its unwavering dedication to its patients, even with the continually evolving nature of their business. But employee burnout is a major concern. How do you help team members stay connected to their sense of purpose, even when intensity is high and change is constant?

This client started by framing core values around employee goals and providing a platform for employees to shine. Team members recognize each other for demonstrating core values, and their recognition is made public via the platform's website and ongoing internal communications. Team members can see each other, how they live their purpose and appreciate their continual hard work—no matter what is happening in the business around them.



After launch, employee survey results showed more than double-digit improvement in employees' motivation to do their best work.



Customizable e-cards give team members the tools to connect with the organization on the go.



Functional branded items for employees not routinely at desks provide daily reminders of key messages.



On-the-spot cards allow offline team members to recognize each other in person.



Trained managers are brand advocates who reinforce team member alignment with the organization's purpose.



Initiating Lasting Cultural Change

Several years ago, we realized our own organization was at a turning point. Disruption had shifted our industry, and it was time for us—and our team members' behaviors—to shift with it.

We leaned into the positive behaviors that had been our guideposts for years, but we also found new ways to integrate desired behaviors into our day-to-day to improve innovation and agility. Using a cross-media communication approach and employee events, we ensured our team members understood the purpose of our transformation, the methods we were using to make it happen, and, most importantly, that we wouldn't be able to do any of it without their support. This culture change has helped us face new industry transformations and challenges—and come out stronger together on the other side.



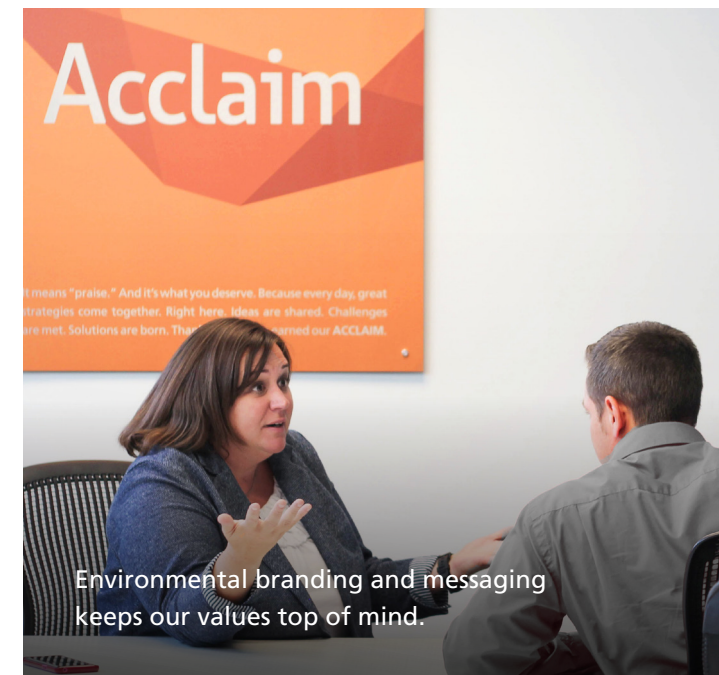
With consistency and authenticity at the core, we've seen strong results, including a 4% increase in team member retention. Plus, 4 in 5 employees agree that our culture change has positively impacted their decision to stay at ITA Group.



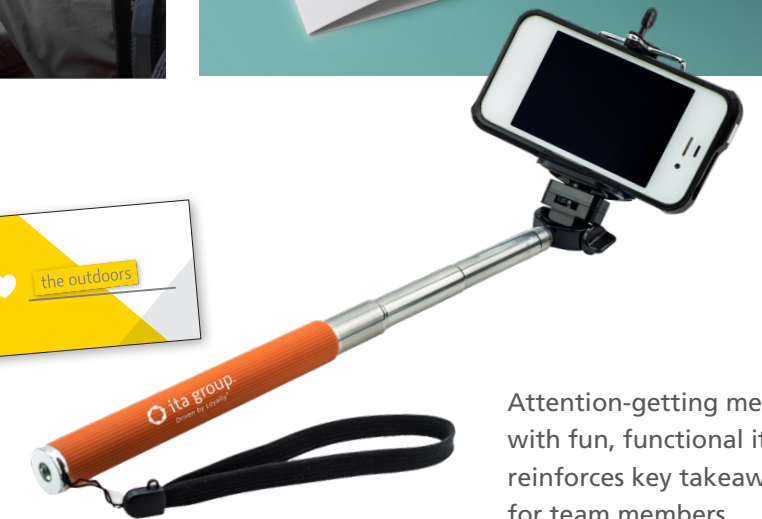
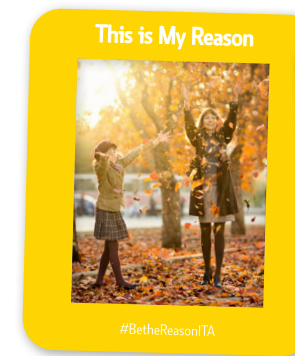
Employee events unite, engage and excite team members around organizational goals.



An engagement platform makes peer-to-peer recognition easy for employees, and showcases values in an accessible way.



Environmental branding and messaging keeps our values top of mind.



Attention-getting messaging with fun, functional items reinforces key takeaways for team members.

It's Time to Uncover & Share Your Compelling Stories

Employee Recognition | Employer Branding & Communications
Employee & Corporate Events | Milestone Recognition & Awards

Contact Us Today
itagroup.com/contact-us

