

How We Support Internal Communications and Employee Engagement

Assess, align, and activate your formal and informal communications

Blue Beyond helps you take an intentional and impactful approach to your Internal Communications so both your people and your organization can thrive.

We work with leaders at large, global organizations to create comprehensive, highly integrated, holistic communication strategies that drive engagement and support business goals. We understand the nuanced approaches needed to boost employee awareness and instill a deeper connection to their daily work.

Whether you have a team of one or a global employee communications organization, we can help. We are strategists, writers, designers, project managers, researchers and thought partners, and our passion is to help your team exceed expectations.



Blue Beyond helps communication organizations target their biggest opportunities for strategic impact.

SERVICE AREA:

Employee Communications

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



WHAT WE DO:

- 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 a network of communications 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 and focus on the communications priorities and capabilities that are most critical? 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.*



SERVICE AREA:

Communications for Your People Initiatives and HR Programs

Support for key talent lifecycle initiatives, policy updates, or general people programs.



WHAT WE DO:

- Create and implement messaging strategies, toolkits, and content for annual workforce events (e.g., performance management, benefits or open enrollment, internal campaigns)
- Develop visually aligned materials tied to your employer brand or EVP
- Design and deploy internal campaigns for employee engagement and awareness initiatives

SERVICE AREA:

Executive and Leader Communications

Encourage and equip senior leaders to support through words and actions



WHAT WE DO:

- 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
- Create keynotes, presentations, and content

SERVICE AREA:

Manager Communications

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



WHAT WE DO:

- Create resources to help managers understand and embrace their communications responsibilities, such as communications competency-building programs, leader-to-manager communications 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 communications templates
- Develop processes to obtain employee questions and feedback



Drive Employee Engagement with Visual Communications

Using visual communications is a powerful tool to effectively engage your people. Partner with Blue Beyond to develop compelling visuals that bring your organizational strategy to life and drive action. In turn, your team will better understand your vision and their role in achieving desired business outcomes.

Ask us for details on our packaged and custom pricing

Check out our
Look Book!



SERVICE AREA:

Change Communications

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



WHAT WE DO:

- 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

SERVICE AREA:

Integration (M&A) Communications

Develop a holistic communication approach and plan that helps to ensure a successful transition



WHAT WE DO:

- 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 communications that flow up, down, and sideways

WHO WE'VE HELPED

vmware

AUTODESK

FORTIVE



NUTANIX

ThermoFisher
SCIENTIFIC

JUNIPER
NETWORKS

IRON MOUNTAIN

Ingredion

Namely

CITRIX

Holcim

illumina

Symantec

ZS
A member of the AstraZeneca Group

VISA

KAISER PERMANENTE

ciena
Experience. Outcomes.

StubHub

DELL EMC



Blue Beyond® Consulting builds effective organizations where both the people and the business thrive. Our interdisciplinary team brings deep capabilities in communications, culture, change management, diversity, equity, inclusion, and belonging (DEIB), talent management, and organizational effectiveness, partnering with clients to understand their needs and aspirations and working together to create custom solutions that deliver lasting results. Named to the Inc. 5000 list of America's Fastest Growing Private Companies for the last four years, Blue Beyond has been recognized multiple times as a Great Place to Work® and as one of the US Best Small & Medium Workplaces by Fortune and Great Place to Work®. Based in the San Francisco Bay Area, Blue Beyond is also certified as woman owned and led by the Women's Business Enterprise National Council (WBENC) with 60+ employees working remotely across the United States.

Learn more at bluebeyondconsulting.com or call 510-733-5417



[in /bluebeyondconsulting](https://www.linkedin.com/company/bluebeyondconsulting)

[Blue Beyond Consulting](https://www.youtube.com/channel/UC...)