



An empowered corporate communications team drives higher levels of engagement through a focus on values and purposeful storytelling.



Challenge

The company wanted to sharpen employees' focus on **core values and corporate priorities** while implementing Lean methodologies and going through a major business transformation.



Solution

To support the transformation, Internal communications has taken a multi-faceted approach that includes: Intranet design and content aligned with key themes; Executive blogs and weekly tiered meetings ensure two-way flow of communication; Quarterly magazine highlights company priorities and employee achievements.



Result

EDC **engagement score is 86 percent** – 12 percent higher than North American average; **76 percent feel well-informed about issues**, 13 percent higher than average.