



# Advancing ORGANIZATIONAL Performance THROUGH EFFECTIVE Communication

*den Boer + associates is a young and vibrant company that specializes in employee communication counsel, planning, execution and evaluation.*

We excel in tackling challenges faced by organizations that are undergoing rapid growth, consolidations, mergers or other major change. Through effective internal communication we can help assure organizational effectiveness and employee retention by maintaining — or restoring — employee trust and team spirit.

Our team members have worked at all organizational levels and in all functional areas. This means that we understand very well the linkages between corporate planning and solid communication strategy.

Our strategies and advice are precisely tailored to your unique corporate culture and are highly sensitive to your business goals.

To date we have completed assignments in the technology, service, municipal, health, enforcement and service sectors.

## Our Approach...

We translate your business goals into communication strategy that:

- retains employees by building trust during major organizational change;
- links employee satisfaction to customer loyalty and organizational performance;
- builds partnerships internally to continually improve your communication with employees; and
- consolidates and/or tailors internal communication for your global workforce.

## Why Focus on Employee Communication?

“At a time when the traditional management chain of command is stretched farther and less able to deliver information to a widespread employee audience, organizations need help to effectively shape their messages, and the means to deliver them, so that they reinforce management efforts to direct the organization.”

If you, your organization or your team are interested in improving employee retention, organizational performance or customer loyalty through effective internal communication, we invite you to consider den Boer + associates.

## Our Expertise...

### ADVICE

- Advice for leaders on achieving business goals more effectively through communication processes and messages.
- Coaching for leaders and managers on how to instill corporate vision.
- Communication counsel for HR and employee wellness program managers.

### PLANNING

- Communication to achieve business goals.
- Effective corporate messaging that helps drive organizational change at every level.
- Internal communication process reviews.

### PROJECT MANAGEMENT

- Orientation materials and information to support compensation and wellness programs.
- Newsletters, videos, internal media and intranets.
- Special internal event management.

### den Boer + associates

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