

Wake up to a refreshing start



**with effective
employee communication.**

Rejuvenate your organization with creative communication.

Be unique in the way you communicate and engage with your employees. Creative communication helps you connect with your employees effectively as well as energizes the atmosphere of your organization.



Employee communication is the *fourth pillar* for your organization

For any organization, the professional growth of employees is nurtured through employee *training*, friendly *policies* and robust *processes*. While these are essential pillars, they are not sufficient enough to foster a greater sense of belonging. But what can bring about a positive change in attitude and behaviour is strategic employee communication that will enable greater cohesiveness between employees and the organization.

Why employee communication is *our cup of tea*

We are **HR Direction** - a specialist division of **R K SWAMY BBDO**. As pioneers and *specialists* in **Internal Communication & Employer Branding** since 2002, we understand employee mindsets in terms of their needs, aspirations, attitudes, insecurities and inter-personnel dynamics. We provide effective and strategic communication solutions to enable successful employee engagement.

What we offer

As experts in employee communication, our end-to-end services comprise communication strategy, conceptualization and development of creative communication, through varied media vehicles (eDM, poster, video, animation, intranet, etc.)

How you benefit

We will help your organization become the **Employer of Choice**. Our communication solutions will enable you to:

- Attract & retain talent
- Align employee behaviour to the organization's values / beliefs / business objectives - marketing, sales or HR



Our services - Choose your *flavour*

Culture Transformation Communication

- Strengthen concept of internal customer
- Internalize values and beliefs
- Align employees to business strategy
- Promote competency framework

Clients: Dell, IndusInd Bank, United Spirits, GMR, Murugappa Group

Performance Management System – Branding & Communication

Improve effectiveness of performance management system.

Clients: Titan, United Spirits, Motorola

Employee Benefits Communication

Increase awareness and use of employee benefits.

Clients: MindTree, GE, Texas Instruments

‘Employer of Choice’ Branding and Recruitment Advertising

Develop and release brand and recruitment ads using all media - print, online, hoarding, radio etc.

Clients: HCL, CSC, Sapient, Wipro, Freescale, Motorola, Fiserv

Employee Referral Program Communication

Enable organization to leverage employee network in recruiting talent.

Clients: GE, Motorola, Titan, Hutchison Whampoa, Texas Instruments

Intranet

Provide intranet solutions to connect better with employees.

Clients: IndusInd, Capgemini, United Spirits

Films

Script and produce films essential in communicating organization’s vision /

achievements / milestones / values, or in motivating employees, etc.

Clients: Motorola, GMR, ICICI OneSource (currently Firstsource)

Employee Engagement

Improve and increase greater cohesiveness between organization and employees through tech fairs, meets, contests, R&R etc.

Clients: GE, Hutchison Whampoa, Dell

Newsletter

Periodic updates to employees on business / marketing / sales / employee related initiatives, etc.

Clients: United Spirits, Dell

CSR Communication

Encourage employees to participate in or contribute to activities benefitting society.

Clients: Dell, Hutchison Whampoa, GE

CEO Communication

Disseminate messages to employees directly from the CEO using both traditional and social media.

Ready to Use Posters & Emailers

An online repository of over 1500 design templates of emailers and posters on diverse topics for internal communication. This simple tool helps customize content as per your requirement.

Employee Research

Our proprietary research tool called **Empower** measures three parameters that constitute employee empowerment – satisfaction, motivation and commitment, and identifies areas for HR intervention.





Happy Clients



Rejuvenate your organization. Call us.



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