

Project Examples

Head of projects: Urte Reckowsky

(with the contribution of team members and partners)

Leading B-to-B supplier of health & nutrition ingredients and materials

> 20,000 people

All activities were directed at all regions: EMEA, APAC, LATAM, North America

PROMOTION OF A GLOBAL EMPLOYEE ENGAGEMENT SURVEY AND COMMUNICATION OF RESULTS

Target: To explain and promote the Employee Engagement Survey (EES) worldwide, encouraging engagement and high response rates in all regions and for all target groups.

Tasks:

- Explained the purpose of the EES and ways of taking part via Letter from the President, flyers, articles in the employee magazine and intranet content;
- Used video clips to connect emotionally with target groups;
- Developed 'walk the talk' messages for leaders acting as HR ambassadors;
- After the survey: fostered a positive climate for HR activities and kept different target groups (Top 100, line managers etc.) up-to-date continuously about the progress of implementation.

DIVERSITY AND INCLUSION PROGRAM FOR WORLDWIDE STAFF – IMPLEMENTING NEW VALUES AND BEHAVIOURS

Target: To create an inspiring and inclusive work environment, empowering people to grow, innovate and feel passionate about what they do, and to embrace diversity. To ensure that all staff are engaged and included on a long-term basis and in line with overall personnel strategy.

Tasks:

- Defined a tailor-made Mission & HR-communication strategy in line with overall HR-strategy, working in cooperation with the internal communications manager and HR department;
- Anchored culture transformation related messaging worldwide, in line with company strategy;
- Communicated new values and behaviors (with a focus on customer orientation, superior quality and integrity);
- Enhanced the effectiveness of training and workshops through stories, reports, interviews etc., published via internal communication channels;
- Re-designed and introduced an employee magazine which was published worldwide (print and online, in six languages) and produced podcasts and video clips, making regional adaptations where appropriate;
- Designed a global online storytelling project to engage employees and transmit best practice in an impactful way.

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CREATING A LEARNING R&D

Project Target: To change the culture of a globally connected R&D organization, fostering a mindset of joined-up, innovative thinking and establishing an overarching culture of entrepreneurship and team spirit where open sharing of information and collective learning from successes and failures are encouraged.

Tasks:

- Drew up and recommended action such as workshops and individual interviews in worldwide R&D in order to identify inspiring topics and stories. Provided ongoing support with creating print and online media to facilitate sharing;
- Prepared content, explaining R&D strategies, for print and online media, describing the researchers' personal stories of successes and challenges and including personal profiles from R&D experts all over the world and from all business units.

TOWARDS A ZERO-INCIDENTS CULTURE

Target: Raising awareness of compliance and establishing an injury and incident-free working environment in an increasingly diverse workforce.

Tasks:

- Worked with the Global Head of Health, Safety & Environment to decide the best approaches to adopt with production and machine maintenance staff worldwide to ensure their ongoing commitment.
- Translated and culturally adapted educational materials into over 20 languages.

COMMUNICATING A CSR PROJECT IN COOPERATION WITH THE UN WORLD FOOD PROGRAMME

Target: To communicate support for the development of sustainable solutions to malnutrition; with a regional focus on Bangladesh, Guatemala, Kenya, Nepal, and Zambia.

Task:

Created and wrote the copy for children's booklets on the importance of vitamins.

Swiss sector of company offering products for Health and Wellbeing

> 71,000 globally

CHANGING CORPORATE CULTURE BY ENHANCING LEADERSHIP, TEAM SPIRIT AND CUSTOMER ORIENTATION

Target:

- To train leadership competencies throughout Switzerland in order to establish new values based on the overall company strategy – agile leadership, team spirit, innovative thinking, customer orientation.

Tasks:

- Worked with the Client to develop core messages based on the new corporate values;
- Defined the best approach to ensure that people throughout the company were motivated and willing to engage;
- Transferred, encouraged deeper reflection on, and anchored the new values for the long term together with partners through workshops, shared activities, team building, videos and a broad range of print and online media.

German division
of one of the
Big Four auditors

> 10,000 people

FACILITATING THE CULTURE TURN

Target: To implement new branding, new values and new messaging in internal and external communications for the German division of the company.

Tasks:

- Led workshops and trained employees in the new brand messages;
- Reworked all website texts;
- Wrote and edited the copy for all brochures.

ENCOURAGING INTEGRITY OF CONDUCT AND CONSISTENCY IN APPEARANCE

Target: Encouraging integrity of conduct and consistency in appearance.

Task:

- Defined messages; designed the brochure, wrote copy.

Swiss association
for women in
leadership positions

WOMEN TO THE TOP THROUGH MENTORING PROGRAM

Project target: To develop a mentoring program between female students at Swiss universities and female mentors from stock-exchange listed companies and political organizations.

Tasks:

- Consulted with the Association about the advantages and pitfalls of mentoring programs;
- Designed a mentoring program between female students at Swiss universities and women in leadership positions, including plans to attract participants on both sides, and matching and communication strategies;
- Presented the project to the Association's Governing Board, IBM and the University of St. Gallen.

Former Swiss
company in the
chemicals sector /
world's biggest
chemical company

> 110'000 people

MERGING CULTURES AFTER ACQUISITION

Project target: To integrate the acquired company smoothly with the buyer company, transmitting the culture, values, strategy and products of the latter, acknowledging the acquired company's achievements and management retention, and building a bridge between differences in Swiss and German company cultures.

Tasks:

- Provided consultation and support to the communications department;
- Produced culturally sensitive translations of the employee magazine in 5 languages including typesetting (incl. Japanese and Mandarin).

Globally active
SME for language
study programs

Project target: To expand programs with high schools and universities throughout the world.

Tasks:

- To expand student exchange programs with high schools and universities throughout the world.
- To design and provide: assessments; pre-departure training relating to country characteristics, coping with culture shocks and cross-cultural skills development; coaching and support during the time abroad; program evaluation;
- To extend and upgrade marketing campaign.