

The importance of integrated employee engagement

 By [Sarah Leftwich](#)

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Effective integrated employee engagement (IEE) is about understanding your audience, targeting the message and maximising the media. In other words, with every brief you take, you need to understand exactly who you are talking to. Always communicate a single-minded message, broken down where appropriate, to the different audiences within an organisation. Look at the company's media channels and use as many as possible to ensure the message reaches as many people as possible, as effectively as possible.

To successfully run a campaign or programme we continually refer back to the Blue Moon "Why?" statement: "To creatively engage the minds and imaginations of people... to believe, to commit and to participate." If you succeed in doing this with every client, then you are doing a good job.

Our company personally strives to make IEE messaging more accessible in a communication strategy by understanding the very diverse audiences we communicate to. We try to be very visual; less is more. Visual references are often more memorable than words - as the old adage says, a picture is worth a thousand words. When you use illustration, no matter what age, background, culture, language or education level an employee comes from, they are able to understand what we are trying to say to them.

Employees are biggest brand ambassadors

The concept of Employee Engagement is growing globally and more and more companies are prioritising it. They recognise that their employees are their biggest brand ambassadors, so if they change the hearts and minds of employees at the same time as they change consumer perceptions; the company is geared for success.

Organisations are also realising that allowing employees to understand the big picture of the organisation they work for and showing them how they fit in to that picture, means they are more engaged and therefore more actively contributing to the success of the company.

The challenges of understanding the intricacies of IEE is getting to grips with a big company and with everything it says and everything it *should* be saying. The challenge is to find out what you can use to inform the basis of your engagement programme and get to grips with the levels of understanding of employees. It's also important to have the right people to partner with - they need to be decision makers and committed to seeing the project through so that you get results.

ABOUT SARAH LEFTWICH

Sarah Leftwich, Blue Moon's Integrated Employee Engagement (IEE) Business Director, has been a driving force behind Blue Moon's business strategy, creative execution and delivery for many years.

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