Trust me, I’m a communicator

How to become a strategic advisor

Kate Jones, Head of Internal Communications

@how_IC_it
Atkins???
My lightbulb moment
10 years is a long time in IC

I've got a communication problem

What’s my problem?

I’ve got a problem

I’ve got a communication problem

Can you put this into the right words?

Send this out
10 years is a long time in IC

Getting the basics right and delivering

Adding value

Distributor

Crafter and drafter

Technical advisor

Consultant

Coach
What trust is made of

But we can’t do one...

...without the other
5 common questions choices of how you want to be seen chances to earn trust
“Can we have balloons and cakes for the launch?”
“Can we have a logo?”

Black
CMYK: C0 M0 Y0 K100
RGB: #000000

White
CMYK: C0 M0 Y0 K0
RGB: #ffffff

PANTONE® 7546C
CMYK: C71 M43 Y23 K63
RGB: #394A58

PANTONE® 5473C
CMYK: C86 M20 Y32 K53
RGB: #156570

PANTONE® 2925C
CMYK: C85 M21 Y0 K0
RGB: #0098DB

A clear zone, equal to half the capital height squared, must be maintained around the logo.

The minimum size for our logo is 20mm
“Will you read this for typos?”

The best wy to get a
you focus on the
you’re o
“Can you help us raise our profile?”
“What do YOU think?”
A few killer questions of your own

Are all the right people in the room?

Did you know..?

Why? (and its friend, Why Not?)
In action…

57 strategies & visions
1,600 people managers
1 business strategy
4 shared goals

= Strategy in a Box
## In action…

<table>
<thead>
<tr>
<th>Old way: the IC safety net</th>
<th>What we did: facilitate and curate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send kits to all people managers at once</td>
<td>True cascade, from board down, track progress via kit ordering site</td>
</tr>
<tr>
<td>Write dozens of examples of how people could support each goal</td>
<td>Pose questions to help people come up with their own pledge</td>
</tr>
<tr>
<td>Receive people’s pledges and upload to intranet</td>
<td>Create a self-serve form for people to upload their own to a storybank</td>
</tr>
<tr>
<td>Ring around to chase examples of action plans</td>
<td>Take uploaded pledges and use them as content</td>
</tr>
</tbody>
</table>
In action...

85% of colleagues understand what we’re aiming for (3 months)

94% want to make their best contribution

11% increase in alignment score

200+ team commitments uploaded to Storybank
Any killer questions for me?
Thank you

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