



Industry news

Internal communication and employee engagement

1. **Employee engagement should be about listening and not just telling:** It is important to encourage two-way communication with employees. Engagement is not only about informing employees of what is expected of them, but also about listening to, and addressing their issues and concerns.



2. **Create platforms for feedback and be open to the issues that are raised by employees** – even if the issues may be uncomfortable to hear. Create a central e-mail address or use suggestion boxes where employees can provide confidential/anonymous feedback. This will show employees that you value their views.



3. **Engaging employees is not about looking for their faults but about coaching and mentoring them to build trust and improve corporate culture:** Don't blame employees for issues they may raise about your company, but rather work with them through coaching and mentoring. This approach will more effectively allow you to address issues and create a happier and more productive work environment for all parties.



4. **Align the employee value proposition with what is seen, heard and experienced:** An employee's value proposition should reflect every aspect of the employee's experience within an organisation. To achieve this objective there must be alignment between what is said by management and implemented by the company and what is seen and experienced by the employee.





Interesting projects

Aprio provides strategic communications capacitation sessions for a client's executives

One of Aprio's clients, a major retail company, is currently undertaking numerous strategic change initiatives to drive a turnaround in support of its new strategy. The changes mean that the role of the client's senior team as communicators and change agents has become critically important.

To support the successful implementation of these change management initiatives and to ensure the buy-in, understanding and engagement of employees and external stakeholders, Aprio designed and facilitated a series of six communications capacitation sessions for the senior team. These sessions provided the management team with the tools, scripting and messaging needed as the next steps of the company's future unfolds.

The sessions were illustrated with real-life video and print media examples of good and sub-optimal communication practices. Senior management were reminded of the bottom line value of good communications within the workplace and why face-to-face communication still plays such an important role in authentic employee engagement. In addition, Aprio took the management group through the 12 core principles for more effective engagement with teams and individuals.

To find out more about the 12 principle and how these sessions can assist your company, contact Aprio's Alan Arguile on alan@aprio.co.za. His career has seen him fill the posts of senior journalist, corporate communications manager, managing director and country manager for a New York-listed advisory firm and the managing director of SA's largest public relations firm. Alan is a communications and political science graduate with 30 years' experience in the communications industry. He has conducted more than 900 senior management communication and media training sessions.



New clients

Aprio is appointed by Enel Green Power as its strategic communication advisor

In July Aprio was appointed by Enel Green Power South Africa as their strategic communications partner. Enel Green Power is an Italian multinational renewable energy company.

Aprio's Julian Gwillim says, "Our team of highly-skilled and experienced professionals have extensive knowledge of South Africa's business environment and excellent media relationships. Aprio is well suited to advise and guide Enel on their communication requirements."

Aprio's deliverables for this client include media relations, reputation management, internal and external stakeholder engagement and the provision of daily media monitoring.

Enel has established itself as a global leader in renewable energy production. The company generates just under half of its power from completely carbon-neutral sources, preventing 70-million tons of CO² emissions. Enel Green Power operates in more than 30 countries and has been in South Africa since 2014.

