

INSIDE OUT  
THE MISCONCEPTION



IN INTERNAL  
COMMUNICATIONS

## There's a real misconception in business communications as far as internal comms go.

C-suites place far more weight on the memorization of their scriptures than finding ways in which their values reflect reality on the ground. Companies everywhere understand the value that a well-cared for company culture and dependable internal communications create for their business' *but they fall into the same trap that many consulting firms have put in place*. Programs, initiatives, educational seminars, all which feel like chum thrown in desolate waters to bait their employees into believing upper managements' laundry list of principles. Why so cynical? Because there's a *deep lack of trust* across society in the West, because resentment and "quite quitting" are all too popular today, because we need to climb down from our ivory towers.



Your employees can smell your BS from a mile away, they're trained to, the only way to convince your team into behavioral changes is not by indoctrination **but genuine reflection.**

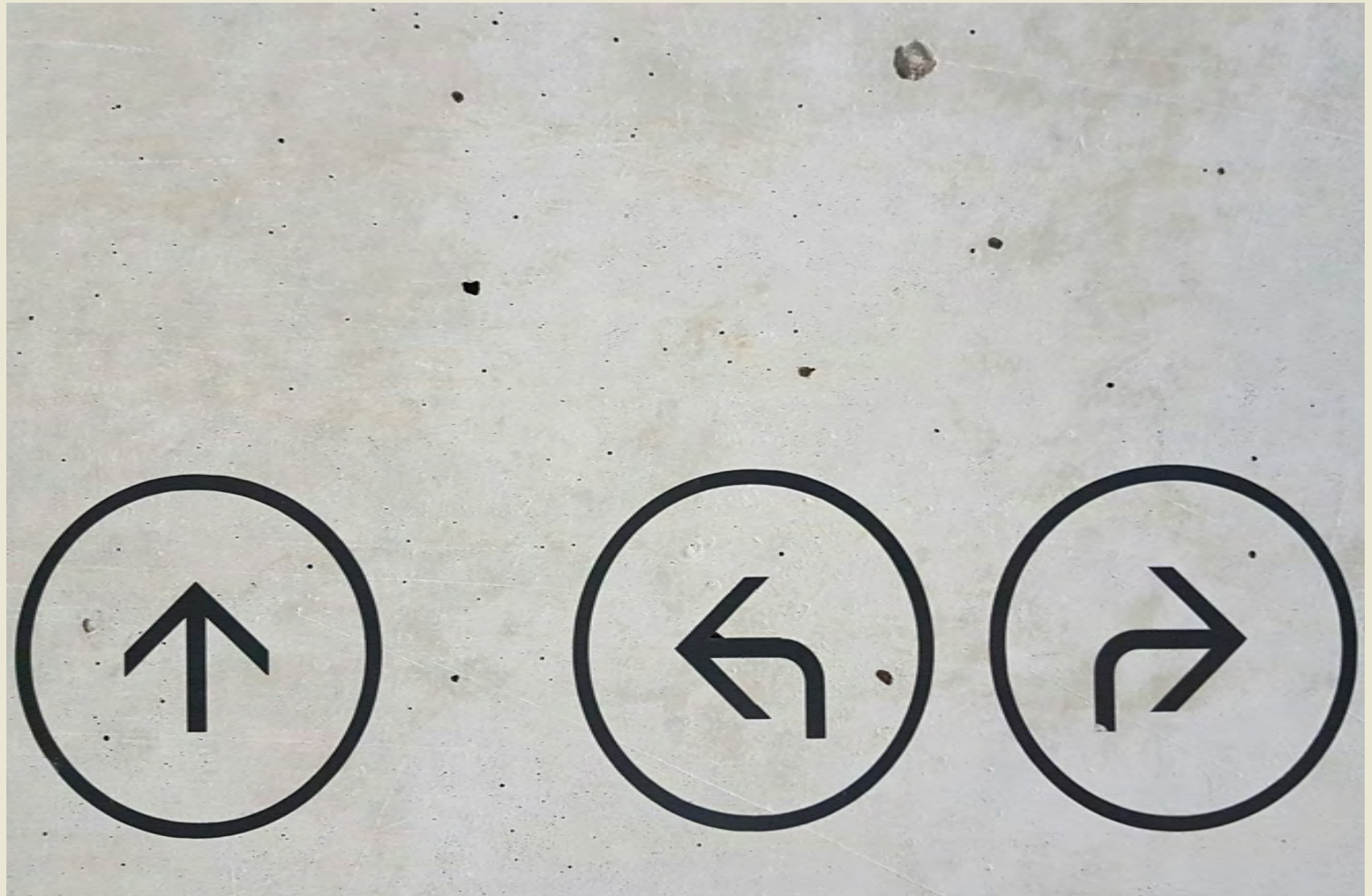
**“ No one wants to listen to the same words and slogans repeated ad-nauseam ”**



Over our years of experience in the agency we have worked with some stellar clients' companies that never cease to surprise us and their team with how much they care about their employees. We realized through these experiences that the only way to ensure a business retains its core values, principles, mission, and vision, is not repetition, but integration within routine.

*No one wants to listen to the same words and slogans repeated ad-nauseam;* they want to hear about their friend's day, what they went through, and what they're looking forward to. Integrating your company culture and all its components into the everyday life of your employees is easier said than done; but the strategy is simple.

## Identify



### **Identifying key figures and elements within the organization.**

We start by defining what the core values that the company wants to communicate and formulate a strategy on messaging. This involves recognizing the individuals who embody the brand's spirit; be it the star talent, leaders, or loyal clients. They are the true believers, the carriers of the company's mission and vision. Additionally, understanding the daily routines and high-traffic areas within the organization is critical, setting the stage for how the company's culture is enacted or reinforced. That's why a detailed plan for incorporating the company's values and mission into the everyday workflow is essential. This timeline of implementation is not just about stating values but about bringing them to life in a way that resonates with every member of the organization, while also not overwhelming your team with too many messages.

## Inspire



### **Inspiration is the fuel for any lasting change.**

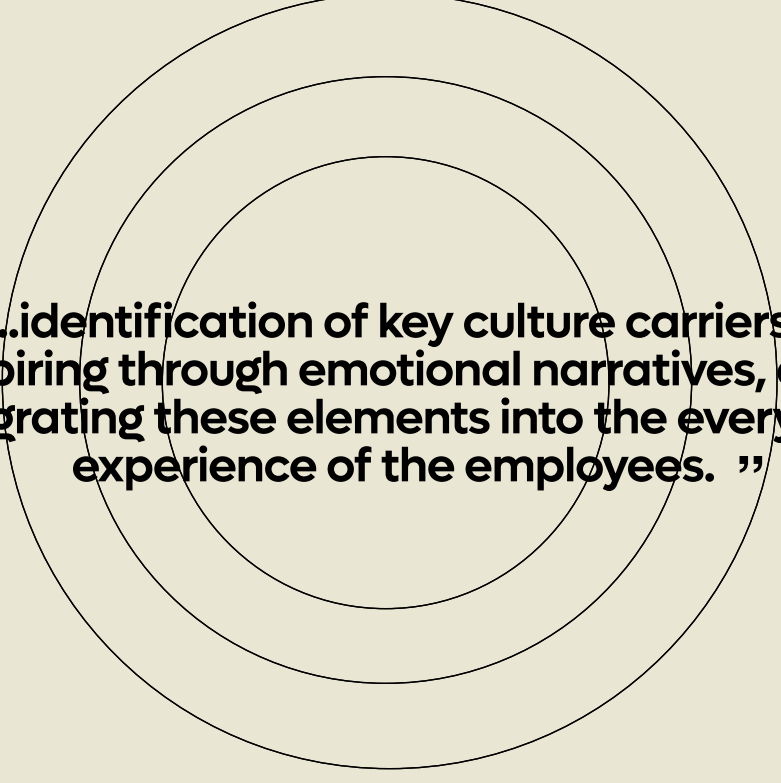
To ignite this, the company should actively engage with its employees by conducting interviews, showcasing their work, and highlighting conversations with clients and the community. These interactions are opportunities to craft key messages and sub-themes that are not only reflective of the company's ethos but also adaptable to different contexts and narratives. Developing emotional narratives that mirror shared experiences and truths within the company creates a sense of belonging and understanding. These stories are not just told; they are felt and lived by every member of the organization, creating a deep, emotional connection with the company's core values. Additionally, these key figures are encouraged and spirited throughout the organization to help shape the lived values of the company.

## Integrate



**Finding ways to better weave these narratives and values into real-life touch-points.**

It involves shaping everyday routines and events around moments of reflection and community. Such integration ensures that the company's values and messages are not just heard but experienced in a tangible way. Reiterating these values in daily activities reinforces them, turning what could be seen as mere corporate propaganda into a lived and shared reality. This approach transforms the abstract concept of "company culture" into a palpable and influential force within the organization.



“ ..identification of key culture carriers,  
inspiring through emotional narratives, and  
integrating these elements into the everyday  
experience of the employees. ”

Transforming a company's culture into something authentic and resonant requires a strategic approach that goes beyond mere repetition of values. It calls for *identification of key culture carriers, inspiring through emotional narratives, and integrating these elements into the everyday experience of the employees.*

**RDLB's Inside Out Method ensures that the company's values are not just words on a page, but are a living, breathing part of the organizational fabric.**



**RDLB**

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