



## K2 Internal Communications & Employer Branding

### *Menu of Services*



K2 provides strategic and tactical internal communications services. Effective internal communications improves morale, corporate cohesiveness, and, ultimately, productivity.

### Strategic Services

*Corporate messaging* – Work directly with the executive team and key frontline leaders and employees to better define the company’s mission, vision, key values, and internal brand positioning

*Communications audit*– Review existing communications – both content and channels – and provide objective feedback with regard to aligning strategic objectives and priorities. Analyze existing internal and external communications infrastructure and tactical implementation and provide recommendations for synchronization and improvement

*Evaluation* – Prepare and analyze custom-tailored surveys to determine employee perspectives on the organization’s mission, strategies, and goals, both before and after major communications initiatives

*Communications planning* – Build strategic plan to address the communications gaps in cooperation with company/HR/internal comms leadership, considering the corporate objectives and results desired

*General consulting*

### Tactical Implementation

*Campaign planning* - Work with key stakeholders to create messaging, and partner with the relevant internal communicators on strategic plan and tactical implementation

*General communications* – Provide support or complete management of internal communications and employer branding activities

*Communications workshops*

**Reach Out to Learn How Strong Internal Communications & Employer Branding Strengthens the Bottom Line**

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