



# **INTERNAL COMMUNICATIONS: BEST PRACTICES**

**19 June 2014**

**AEB OFFICE**



# **Frank Schauff**

## **Chief Executive Officer, AEB**

### ***WELCOME ADDRESS***



# **Igor Reichlin**

## **AEB PR & Communications Committee Chairman, Managing Partner, Reichlin & Partners LLC**

### ***WELCOME ADDRESS***



# Marcus Guest

## Managing Partner, Narrative Insights

### *DRIVING INNOVATION THROUGH COMMUNICATION*



# Mark Smith

General Director and Owner,  
Sunbury Heights

***HOW MOBILE WORKING  
AFFECTS INTRACOMPANY  
COMMUNICATIONS***

# THE DEATH OF OFFICE WORK

And how fundamental changes in  
corporate communications hastened  
it...

# LAST YEARS PRESENTATION

1. TECHNOLOGY HAS REVOLUTIONISED OUR WORKING LIVES
2. THE OFFICE ENVIRONMENT HAS BARELY CHANGED AT ALL

# OUR WORK HAS CHANGED

- WE'RE NO LONGER SALARIED CLERKS
- WE NO LONGER NEED TO BE WIRED
- PROGRESSIVE EMPLOYERS JUDGE US BY OUR RESULTS, NOT OUR ATTENDANCE
- OUR CONCEPTION OF WORK HAS CHANGED

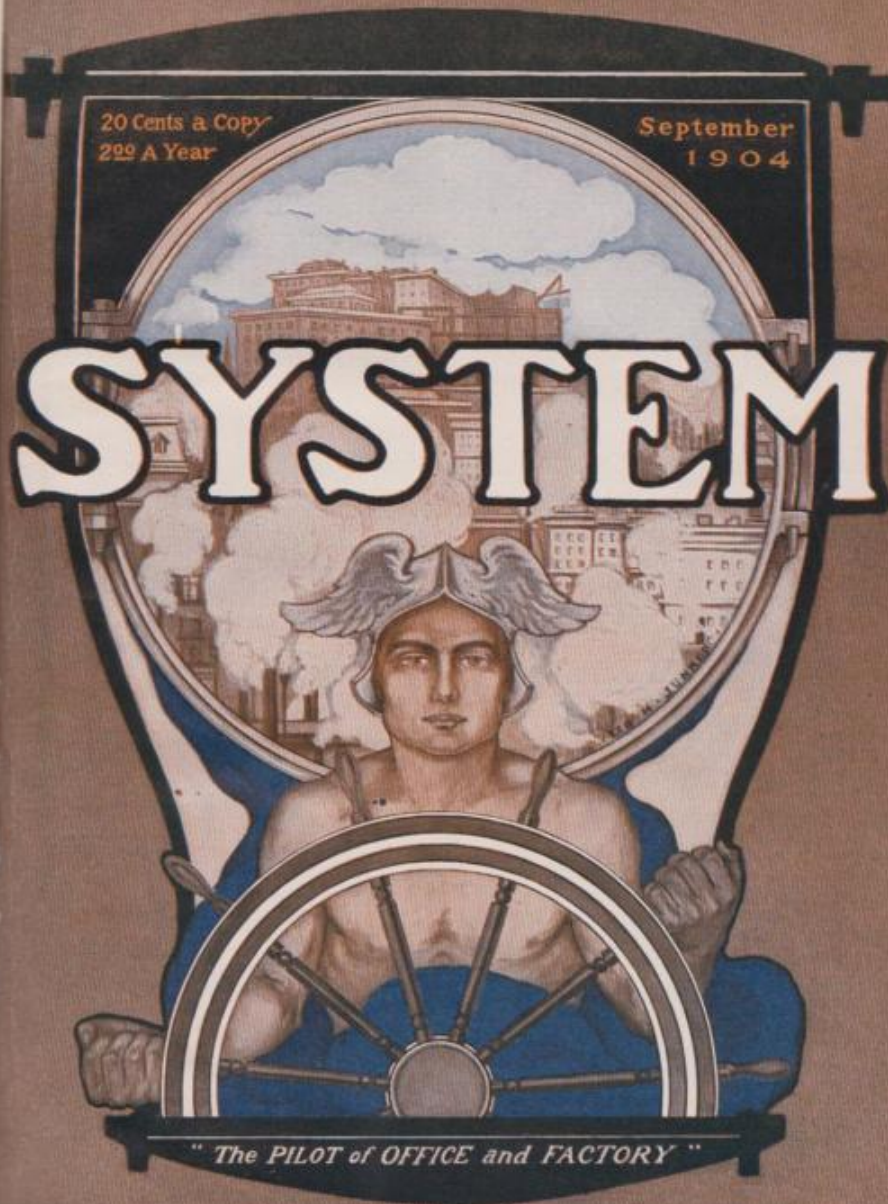


# THE ECONOMY'S CHANGED

	c1500-1780	c1780-1880	c1880-1970	c1970-2010(?)	c2010(?)-
<b>Mode of Accumulation</b>					
<b>Economic system</b>	Mercantilism	Industrial capitalism	Monopoly capitalism (fordism)	Corporate capitalism (post-fordism)	Sustainable capitalism
<b>Source of growth</b>	Commodities and crafts trade	Textiles, Steam power, Metallurgy	Electricity, Petrochemicals, Internal combustion engine	Aviation, Electronics, Information & communication technologies	Digital networks & devices, Green energy, Customized fabrication
<b>Production unit</b>	Workshop	Factory	Multinational corporation	Corporate system	Collaborative supply chain
<b>Production system</b>	Craft cities	Industrial cities / regions	Industrial clusters	Global production networks	Hierarchical production networks

# REMEMBER HOW IT WAS

- YOUR PC WAS HARDWIRED TO A SERVER ROOM
- WHICH WAS HARDWIRED TO AN ISP
- ERGONOMICS WAS THE SCIENCE OF OFFICE EFFICIENCY
- TIMEKEEPING WAS THE PRIORITY



# THE FIRST OFFICE LIFE MAGAZINE

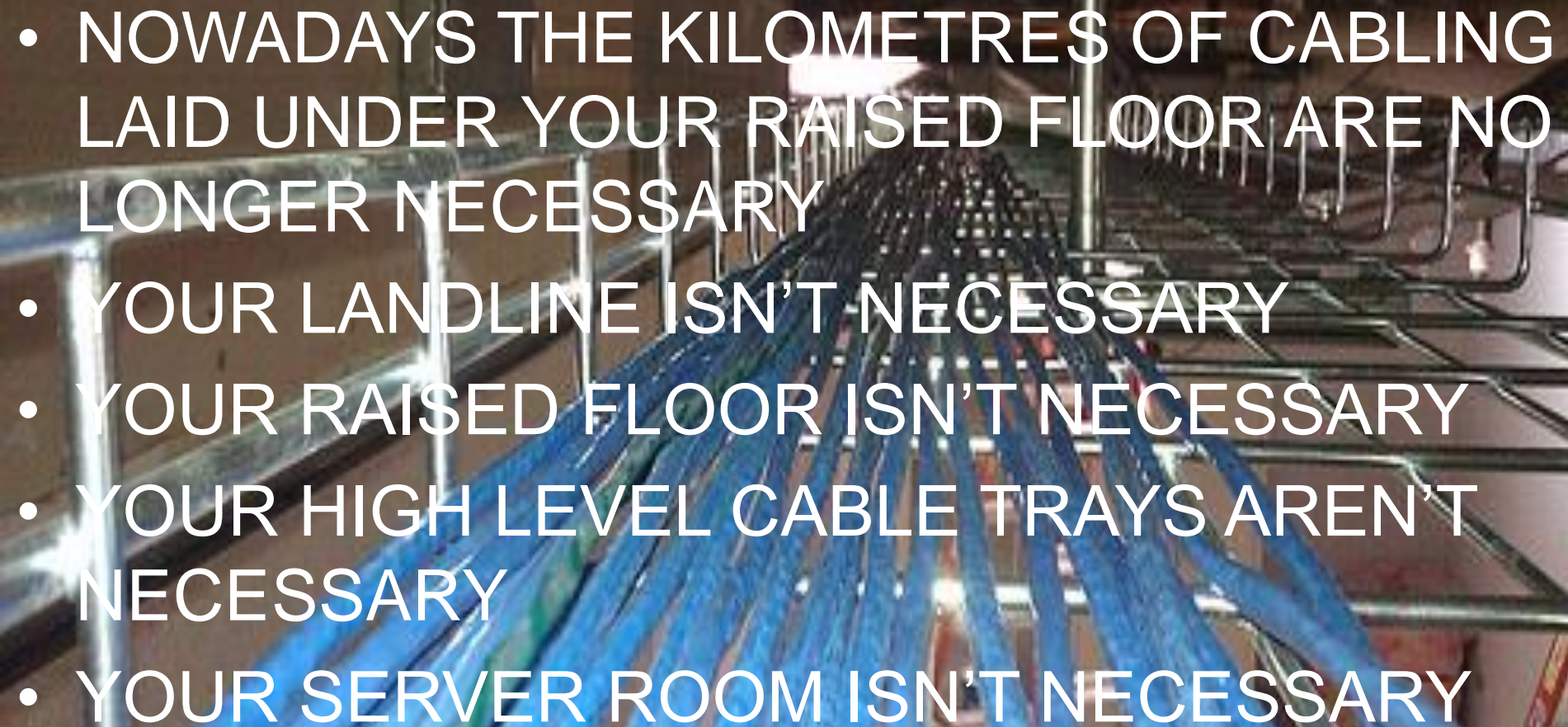
First office-focussed publication  
published from 1904

Featured new filing systems

Articles on how to seal multiple  
envelopes efficiently

In 1929 it changed its name to  
Businessweek

In 2009 it changed its name to  
Bloomberg Businessweek

- 
- A photograph of a server room showing rows of blue cables running through a raised floor system. The cables are bundled and run parallel to each other, creating a strong sense of perspective. The floor is made of metal grates, and the background shows more server racks and infrastructure.
- NOWADAYS THE KILOMETRES OF CABLING LAID UNDER YOUR RAISED FLOOR ARE NO LONGER NECESSARY
  - YOUR LANDLINE ISN'T NECESSARY
  - YOUR RAISED FLOOR ISN'T NECESSARY
  - YOUR HIGH LEVEL CABLE TRAYS AREN'T NECESSARY
  - YOUR SERVER ROOM ISN'T NECESSARY

# WHY?

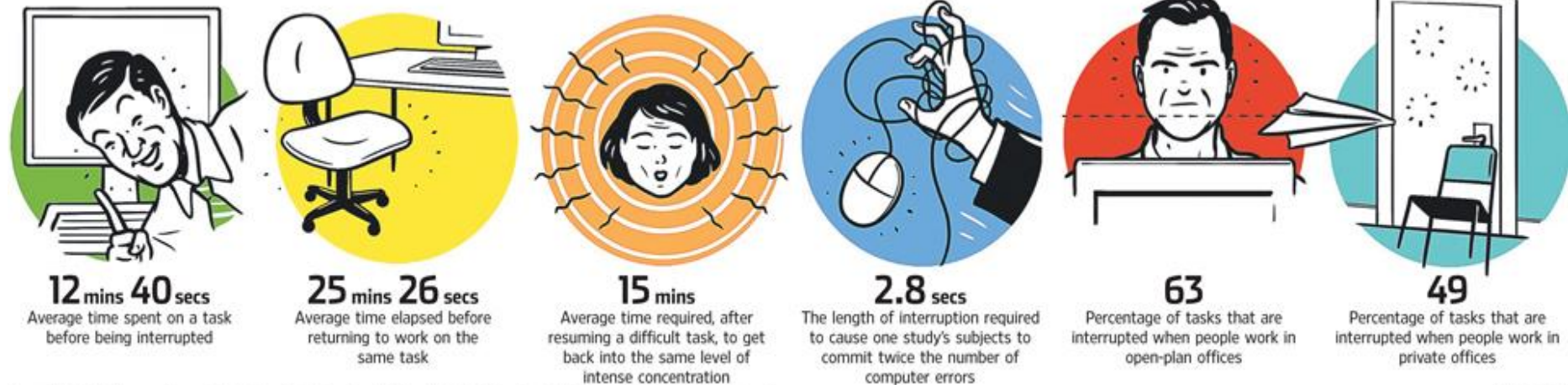
BECAUSE YOUR OFFICE ISN'T NECESSARY,  
EXCEPT PERHAPS AS A BRANDING  
ACCESSORY

# SOME RESEARCH

- According to Forrester Research, 29% of the global workforce can already be termed “mobile workers” – defined as those who work from multiple locations, including home. This has risen from 23% in 2011. According to their 2013 Survey of Working Practices, “the anytime, anywhere work trend is just getting started”.
- According to the same organisation, mobile working in Europe increased by 14% between 2011-2012 alone.
- According to the Huffington Post, the share of US companies allowing staff to work from home either some or all the time has doubled since 2005 and is now 63%.
- According to the German Institute for Economic Research, mobile working in German business is rising further, to nearly 10% of the total German workforce, and is forecast to rise significantly.
- According to the American Community Survey, telecommuting rose by 79% in the US between 2005-2012.
- According to a Europe-wide survey of 18-24 year olds, 11% think the office will die out in the next 5 years, 21% think in the next 10 years, and 38% within the next 20 years. Amongst over 55s, 8% believe offices will die within the next 5 years, 33% in the next 10 years, and 45% in the next 20 years.
- According to a global survey by Aruba, given the choice between a 10% payrise and the chance to work from home, over half of respondents who choose to work from home.
- IBM recently revealed it had so far saved \$3 billion on real estate costs by allowing many of its employees to work from home, with ongoing annual savings of \$100 million in the US alone.

# WHY IS WORKING AWAY FROM THE OFFICE SO ATTRACTIVE?

- THE OFFICE IS DYSFUNCTIONAL



Sources: CHI 2005, Conference on Human Factors in Computing Systems; Journal of Experimental Psychology: General; 'Peopleware: Productive Projects and Teams.'

Chris Gash (6)

Employees in cubicles are interrupted 29% more often than those in private offices, research from the University of California, Irvine, shows. Intercubicle traffic at one telecommunications company peaked daily from 2:30 p.m. to 4 p.m., when employees played music, talked over cubicle walls or walked among each other's desks, according to the research published in *Organization Studies*.

Such patterns can be costly. Employees who experienced frequent interruptions reported 9% higher rates of exhaustion—almost as big as the 12% increase in fatigue caused by oversize workloads, according to a survey of 252 working adults published recently in the *International Journal of Stress Management*. Interruptions also sparked a 4% increase in physical ailments such as migraines or backaches, says the study.

# SPEED OF CHANGE

- Clockspeed\* is defined as the rate an industry evolves based on product, process or organizational change.
- Commercial real estate industry clockspeed is determined by....
- \*clockspeed concept developed by Prof Charles Fine at MIT



# CONFLUENCE OF WORK WITH ENVIRONMENT

“Most people lump the accidental circumstance of work together with the actual work itself and write the whole thing off as a tortuous exercise from which they can’t wait to break free”. *David Heinemeier Hansson, Fast Company magazine*

# EMPLOYEE

WHAT SORT OF  
COMPANY DO YOU  
WANT TO WORK  
FOR?

- A COMPANY  
WHO MEASURES  
YOUR WORTH  
BY  
ATTENDANCE?

# MANAGER/OWNER

IF YOU HAD THE CHANCE TO  
MAKE ONE DECISION THAT  
COULD:

- CUT YOUR OVERHEADS BY  
UP TO 50%
  - SUBSTANTIALLY BOOST  
EMPLOYEE MORALE AND  
RETENTION
  - IMPROVE PRODUCTIVITY  
AND EMPLOYEE  
COMMITMENT
- WOULDN'T YOU DO IT?

# MOBILE WORKING ADVISORY GROUP

- A MULTIDISCIPLINARY CONSULTANCY  
ADVISING CORPORATE CLIENTS ON  
THE MOVE TO MOBILE WORKING
- CHECK US OUT ON LINKED IN



# **Irina Shubina**

## **Deputy Head for PR & Communications, Total**

### ***SHARING CUTURE & CULTURE OF SHARING***



# **Irina Dmitrieva**

## **Coordinator, PR & Communications, Total**

### ***SHARING CUTURE & CULTURE OF SHARING***



# **Olga Luchina**

## **Internal Communications Manager, Philip Morris**

***COMMUNICATION  
PLATTFORM "LEARN MORE  
ABOUT..."***



# **Marina Pneva**

## **Internal Communications Manager, Boehringer Ingelheim**

### ***ENGAGEMENT AS A PRIORITY TASK FOR INTERNAL COMMUNICATIONS***



# Q&A