



Poppulo  
Bootcamp



POPPULO VIRTUAL BOOTCAMP 2020

# Beyond crisis: how to engage your people in turbulent times

*Rethink your workplace comms for the new reality*

# Thank you for joining the Poppulo Virtual Bootcamp 2020

We hope you enjoyed the Poppulo Virtual Bootcamp – Beyond crisis: how to engage your people in turbulent times.

In a time of great disruption, employee communication and HR professionals have an historic opportunity to lead like never before. We brought together some of the best minds in the business to reflect, explore and inform on the workplace challenges of this new reality, and to share solutions based on their wealth of intelligence and experience. We hope you found the sessions thought provoking, timely and informative.

Below is our collection of resources from each session, providing links to the on demand sessions, presentation decks and additional resources that you may find helpful.

We'd also encourage you to keep the conversation going with like minded professionals by joining our [Internal Communications Hub](#) on LinkedIn.

**Mairéad Maher,**  
**VP of Marketing,**  
**Poppulo**

# What is a progressive organization and why it should become the new working model

## Speaker



**Pim De Morree,**  
Corporate Rebels

## Presentation summary

[Watch recording](#)

COVID-19 has radically changed our perception of how we should work. The question now is how do we build these learnings into the way we structure our organizations, teams and communications over the coming months. Pim de Morree has spent over five years working with organizations who have been on this journey to becoming a progressive organization long before this crisis. Through Pim's identified eight trends we can learn from the likes of Spotify, Google and Patagonia on how to change our mindset to build a better employee experience for all. While observing these progressive organizations, Pim took note on how visionary IC & HR leaders redefined their organizations by improving employee engagement through effective employee communications.

## Further resources

- [Presentation deck](#)
- [Going beyond engagement: The business value of internal communications for the C-Suite](#)
- [Executive communications: Helping your executives provide strong, effective leadership in times of transition](#)

# COVID-19 communication lessons from APAC

## Speaker



**Zora Artis,**  
Artis Advisory

## Presentation summary

[Watch recording](#)

Zora will share lessons from what's worked well to date from the regions that are a step ahead, and the emerging trends from brands adapting to the pandemic. As many organizations are re-examining how they adapt their business models and adapt their ways of working, Zora will also explore what value we can create for the C-suite as communication professionals. By the end of this fireside chat, you'll learn: how to adapt and transition into a recovery stage; what is working for those already in a recovery stage – and how they got there; the new emerging trends since COVID-19 and how to apply them.

## Further resources

- [How the C-suite can drive business growth through Internal Communications](#)
- [Coach your leaders to ace their communications](#)

# Powerful conversations with leaders

## Speakers



**Geri Rhoades,**  
Kademy



**Justine Williams,**  
Kademy

## Presentation summary

[Watch recording](#)

As this crisis plays out, communicators are being exposed to their leaders in a way they haven't experienced before. Even in the best of times communicators find leadership conversations really challenging. In today's volatile, short-term environment, overcoming those challenges and capitalizing on the limited time you're getting with your leaders is paramount. How do you effectively conduct these conversations in the short-term? And how can you use them to sustain your increased exposure and credibility in the future? By the end of this panel discussion, you'll be able to: identify and understand what makes a conversation 'powerful'; apply approaches that increase your competence in this area; determine what will make your conversation powerful in any circumstance.

## Further resources

- [Powerful conversations with leaders prep sheet](#)
- [9 Tips to make your leaders better communicators](#)

# Communicating in a new reality: navigating through a global crisis and beyond

## Speakers



**Jaclyn Ward,**  
Poppulo

## Presentation summary

[Watch recording](#)

Do you know how to effectively engage your audience during and after a crisis – while continuing to improve the employee experience? Join Poppulo's Head of Design, Jaclyn Ward, who will provide you this insight. What you will learn from this presentation: how to use your brand to provide reassurance and stability in uncertain times; how smart targeting will help ensure a great employee experience; how to champion inclusion in your communications and encourage interaction.

## Further resources

- [Presentation deck](#)
- [Increasing Employee Engagement through personalized and targeted internal emails](#)
- [Where employee engagement fails: Ineffective internal communications](#)

# How to communicate change in turbulent times

## Speakers



**Rachel Miller,**  
All Things IC

## Presentation summary

[Watch recording](#)

In this keynote talk, Rachel Miller will examine the role professional IC & HR communicators need to play to navigate change in their organizations, and the importance of knowing the steps to take and the conversations to have. Rachel will share how to plan properly – and why consistency, clarity and certainty are your keys to success. By the end of this keynote, you'll learn: The difference between crisis and change communication, The 3 C's to success – and why you need them, The importance of listening and taking action, How to organize yourself for success, and Who and what you need to focus on during change communication. In Coles a lot of employees are not connected - this company has gone to great lengths to connect to employees through their personal emails. Leaders also use breakfast television to talk to employees, employees' families, customers, and communities.

## Further resources

- [Presentation deck](#)
- [Rachel's change comms planner](#)
- [Communication is key to successful change management – Do it well in 6 steps](#)

# A digital channels strategy to improve communications and increase engagement

## Speakers



**Richard Gera,**  
Consultant & Former Digital  
Communications Director, GSK

## Presentation summary

[Watch recording](#)

Globally, millions of employees have become remote workers almost overnight. For some this has meant little change, but for others it has been a baptism of fire into having a digital-first relationship with their colleagues, customers and their employer. As the sense of crisis subsides, companies will now look to plan how they can continue to adapt and evolve their digital employee experience capability, especially in the area of employee communications and engagement. Previously, Richard has had the privilege of working in digital communications and employee experience for one of the largest healthcare organizations in the world, and he will share some of his learnings and give some practical tips on how you can move forward on your journey, including: collecting and categorizing needs, wants and ideas; identifying and aligning your intended approach to your business strategy; understanding and managing resistance and differing perspectives; and designing and testing your theories – both big and small!

## Further resources

- [Employee communications in the digital workplace – Learning from the experts](#)
- [How to communicate a new digital workplace in 4 key steps](#)



# How communication can shape better employee health and welfare

## Speakers



**Lindsay Kohler,**  
scarlettabbott



**Jo Hooper,**  
Mad and Sad Club

## Presentation summary

[Watch recording](#)

Habits, routines and mindsets that are common in the workplace are having serious consequences for employee health and welfare. Perfectionism, willingness to please, and pushing ourselves beyond our limits are all key contributors to stress and employee burnout. But it doesn't have to be like that - communication has a key role to play in shaping better mental and physical health. When you learn why people have poor health habits - and why they are so hard to break, you can design better interventions for both your employees and yourself. Hear about the science behind both good and bad habits; learn how to get past blockers to good mental health; and understand the role timely and effective communications has in helping employees break poor physical and mental health cycles.

## Further resources

- [15 actionable plans for HR and internal comms teams](#)
- [Employee wellbeing during COVID-19 - What we can learn from behavioral science](#)
- [The importance of really acting human to support employee wellbeing during COVID-19](#)

# Onboarding a new employee while working remotely: Getting it right

## Speakers



**Simon Monger,**  
Consultant

## Presentation summary

[Watch recording](#)

Giving new joiners the best possible on-boarding experience is critical. It can be the difference between someone hitting the ground running, or spending weeks – or even months – getting up to speed. But how do you do that when, in many cases, you can't meet them in person? And how do you keep everyone engaged during the pandemic, not just new joiners? Key takeaways from this fireside chat: How to on-board new joiners remotely; The importance of communication – getting it right during a pandemic; Communicating in the 'new normal' – what does it look like, what will change and what will stay the same?

## Further resources

- [The ultimate guide to HR employee communications strategy](#)
- [Creating a world class partnership between HR & IC](#)

# New world, new expectations: Activating new behaviors at work

## Speakers



**Preston Lewis,**  
Intactic

## Presentation summary

[Watch recording](#)

The pandemic has accelerated the shift to the ‘digital workplace.’ Companies globally have woken up to the possibility of productivity without a physical workplace - and the assumption that work must be done in an office has been shattered. But in a physically distanced work world, it’s more important than ever for organizations to have the right communication tools in place - and to use them in the right way. It’s time for a reset – a restructuring of Internal Communications to better fit new ways of working. We’ll explore this new world with Preston Lewis. Hear his take on what’s changed for IC, plus: tips to optimize your digital communication channels right now; how to define a roadmap for your digital workplace journey; how IC can help support a more inclusive employee experience.

## Further resources

- [Takeaways tip sheet](#)
- [The role of employee communication in the digital workplace](#)

# How to make remote working work: what new research says

## Speakers



**Dr. Kelly Monahan,**  
Accenture



**Dr. Tchicaya Robertson,**  
Accenture

## Presentation summary

[Watch recording](#)

Insights from a recent Accenture Research study\* shows that 46% of people who never worked from home previously now plan to work from home more often in the future. This suggests remote work will become the new normal for a larger portion of the workforce. Yet, we are far from understanding the enduring success factors for productive remote work arrangements. The employee experience must now not only account for remote work veterans, but organizations must also consider the needs of the newly initiated from a motivation, skills, technology, inclusion and most importantly, a communications standpoint. Finally, we will explore the extent to which organizations that meet employee needs satisfactorily influences feelings about their workplace. By the end of this keynote, you'll learn: The remote work-related support gaps between workers and their employers; how remote work impacts the employee experience; the role of leadership in the age of remote work.

*\*Accenture COVID-19 Consumer Pulse, waves conducted March and April 2020.*

## Further resources

- [Presentation deck](#)
- [Accenture Research on Consumer & Work Changes Due to COVID-19](#)
- [Remote-working through the coronavirus crisis: how to make it work when teams are apart](#)

# McDonald's USA & Capital One: Lessons learned during a pandemic

## Speakers



**Jessica Brubaker,**  
McDonald's USA



**Sean Doherty,**  
Capital One



**Matt Redmond,**  
Poppulo

## Presentation summary

[Watch recording](#)

Listen to Jessica Brubaker (McDonald's USA), Sean Doherty (Capital One), and Matt Redmond (Poppulo) share their employee communication experiences as we journey together through this pandemic. Jessica, Sean, and Matt will discuss the global communication challenges they are facing in their organizations, how they are adapting, in addition to providing key learnings and best practice remedies to these challenges.

## Further resources

- [The ultimate guide to internal communications strategy](#)
- [The ultimate guide to measuring internal communications](#)

# Racism, diversity, and inclusion in the workplace: It's time to get uncomfortable, to get comfortable

## Speakers



**Jennifer Thomas,**  
Communications Director

## Presentation summary

[Watch recording](#)

It took a shocking police killing of an unarmed Black man in Minnesota to spark a global debate about racism, and the lack of diversity and inclusion in the workplace. But while this killing is far from being the first and the discussions about the existence of racism and the lack of diversity in the workplace also isn't new, this debate has taken on a new meaning – enough is enough, this is time for real change. So what's different now, and what does it mean for companies everywhere? For their leaders, their managers, their employees, both from a Black and ethnic background and those that aren't – how should organizations respond, beyond very public pledges of support to Black Lives Matter? Jennifer Thomas doesn't claim to have all the answers. But as a Black woman who has the lived experience of racial exclusion that is part of life for Black people, she knows what actions she would like to see and what needs to change.

## Further resources

- [How to create a corporate culture and get great results](#)
- [Employee motivation theories](#)

# The Poppulo platform: How we are shaping the employee communications industry

## Speakers



**Alan Beiagi,**  
Poppulo

## Presentation summary

[Watch recording](#)

Poppulo's unrivalled software helps 900+ organizations communicate with 25 million employees across 100 countries. Our close partnership with these organizations puts us in a unique position to gain insight into communication challenges – and provide solutions. During this presentation, our Senior VP of Product Alan Beiagi will share insights, as well as look at the road ahead for the employee communicators sector. You'll learn: what customers are asking of us – and what we are delivering; where we see the employee communication industry going; and how the Poppulo platform is going to shape the evolution of the employee communications sector in the years ahead.

## Further resources

- [Presentation deck](#)
- [Poppulo employee communications report 2020](#)
- [Poppulo research: The future of employee communications](#)

# The new employee experience: How communications creates a world where you can belong and work anywhere

## Speakers



**Mark Levy,**  
Former Advisor & Pioneer of  
Experience Leader, Airbnb

## Presentation summary

[Watch recording](#)

Mark Levy and his team at Airbnb pioneered the shift from HR to Employee Experience, which is more important than ever with the sudden move to remote working. In the absence of team huddles and office happy hours, how do you keep employees united and engaged? With the new reality of physically distanced work, how can you communicate with employees in a way that fosters belonging? In this keynote, Mark will tackle the new challenge of strengthening belonging no matter where employees work. He'll share how to change your mindset and ways of working – viewing your employees as customers so that you can create connections, engagement, and accountability. Through stories and examples, you'll learn practical ways to clarify and embed your mission and values, democratize your culture, and empower your managers and employees to co-create the new workplace – which will likely be a hybrid model of on-site and remote working.

## Further resources

- [Presentation deck](#)
- [Driving employee experience: the critical role of internal communications](#)
- [Employee experience management: the critical role of internal communications](#)



# How to make the most of the spotlight on communications

## Speakers



**Ann Melinger,**  
Brilliant Ink



**Lesley Sullivan,**  
Merck Animal Health

## Presentation summary

[Watch recording](#)

None of us came into 2020 with any inkling that this year would be a battle test for communicators. As we begin to emerge from the COVID crisis, companies now depend on their Internal Communications teams to deliver critical information to a largely remote workforce, and employees look to IC as a lifeline to the organization. Many organizations have finally realized the strategic importance of a strong, well-supported Internal Communications function. In this panel discussion, Ann Melinger of Brilliant Ink and Lesley Sullivan of Merck Animal Health talk about the new spotlight on Internal Communications, and share insights, experiences, and tools to help communicators clarify and elevate the IC function (while maintaining their own sanity).

## Further resources

- [Internal communications plan: CDK Global](#)

# The future of leadership: what 140 top CEOs can teach leaders at all levels

## Speakers



**Jacob Morgan,**  
The Future of Work University

## Presentation summary

[Watch recording](#)

How do you lead in a rapidly changing world where what worked yesterday won't work today? To answer this question, Jacob Morgan interviewed over 140 of the world's top CEOs from companies like Oracle, Unilever, Best Buy, Kaiser, Audi, and Verizon and surveyed nearly 14,000 employees in partnership with LinkedIn. Jacob was able to identify a new arsenal of nine skills and mindsets that leaders must possess if they want to guide themselves, their people, and their organizations to success. Understanding them is essential for HR and Internal Communications leaders whether you are leading your company, your team or yourself. They will help you in your role and in supporting your executive team as they navigate challenges from the global pandemic to racial equity. Takeaways: trends shaping the future of leadership – and why the future is now; how current events have shifted the focus of leadership and how to adapt; how HR and IC professionals can support company leaders in communicating with employees.

## Further resources

- [Presentation deck](#)
- [9 crucial skills & mindsets](#)
- [The future leader assessment](#)

# The big picture at #commsbootcamp

## Speakers



**Caroline Daly,**  
Poppulo



**Eoin Cotter,**  
Poppulo



**Rich Tobin,**  
Poppulo

## Presentation summary

[Watch recording](#)

Our panel will recap and reflect on the entire day's thought-provoking content, providing insight – and highlighting next steps. In parallel to this broadcast, we will be running a twitter hour on hashtag #commsbootcamp. This gives you the opportunity to get involved, reflect on the day with us – and post your questions to our panelists.

## Further resources

- [Poppulo enables strategic and tactical ROI for employee communications](#)
- [Join the Poppulo weekly group demo](#)



**Poppulo**

## **Success with Poppulo**

If you're faced with a communication challenge, we've got the complete solution. When the world's most successful companies want to solve complex employee communication challenges right across their organizations, they look to Poppulo. Not surprising, because we've worked with the best to create solutions that enable you to get relevant information to the right people at the right time, wherever they are.

If you have any questions, feedback, or want to talk to us about the Poppulo platform please contact us at [marketing@poppulo.com](mailto:marketing@poppulo.com)