



**DAVIS**  
& COMPANY

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[www.davisandco.com](http://www.davisandco.com)

What's your  
biggest employee  
communication


challenge?

Are there  
proven ways to  
reduce information  
overload?

How can we  
reach a diverse  
and global  
workforce?

What will  
demonstrate the  
value of our  
efforts?

# Use our proven approach to help with your toughest



*Whatever challenges you face in reaching and engaging employees, Davis & Company can help.*

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We were one of the first firms to specialize in employee communication when we were founded in 1984. And we've stayed on the leading edge by helping our clients solve their toughest problems.

Our experience has led us to develop an effective approach for getting through to employees—one that we call:

## **Customer-Centric Communication.**

The premise is simple: In organizations, employees are customers of internal communication. To be effective, you need to persuade employees to “buy” your communication—not with money, but with their time and attention.

Customer-Centric Communication is compelling because it meets employees' needs—it fits their preferences, answers their questions and helps them get their work done.

**The trouble is that both time and attention are in short supply. Information overload is endemic. Work demands are unceasing. And employees have so much coming at them that they can easily miss (or intentionally delete) critical information.**

What's your challenge?

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Find out more by visiting our web site at [www.davisandco.com](http://www.davisandco.com) or call us at **201.445.5100** to discuss your challenge.



# How can we help *you?*

Since 1984, Davis & Company has helped scores of organizations communicate effectively with hundreds of thousands of employees.

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# challenges



How can we help managers communicate more effectively?

What can we do to encourage employees to visit our intranet?

How do we increase understanding of our company strategy?

# A proven approach that gets

- ✓ Employees reliably participate in communication: they open e-mails, visit the intranet site, read a publication, attend town hall meetings.
- ✓ Satisfaction with communication is high because employees get what they need and find communication useful.
- ✓ Even more important, communication is closely aligned with company goals and strategies, so it creates focus on what employees need to do to help the organization succeed.
- ✓ Along the way, communication becomes more streamlined and efficient, saving time, money and effort.



# results

## recent clients

Aetna  
AstraZeneca  
BASF  
CIT  
Dow Corning  
EMBARQ  
Endo Pharmaceuticals  
ETHICON  
Gartner  
HP Financial Services  
IKEA  
Lafarge  
Linde Gas  
L'Oréal USA  
MasterCard Worldwide  
Merck  
PepsiCo  
Sanofi-Aventis  
Siemens Medical Systems  
Sun Life Financial  
Wyeth

"Employees are taking notice of the positive communication changes."

"You've guided our Internal Communication team to health."

"After the launch, usage of the redesigned site has seen a 60% increase."