

“How can we earn trust?”

Situation

Companies are often guilty of acronyms and corporate lingo that make communications difficult to grasp. Such was the case with a compliance department in a large pharmaceutical company. In focus groups, sales representatives expressed that messages were often inconsistent and complicated, leading to a feeling of confusion and distrust for the compliance group.

How VTLO Helped Our Client Succeed

VTLO helped shape a compliance branding campaign aimed at improving the tone and clarity of communications and reinforcing to all employees that two-way trust helps drive success. A tone and style guide was a key component of the campaign. The guide for compliance staff members, who were mostly process-driven people, included compliance messages to use in emails, PowerPoints and other communications; tips on how to soften messages while still emphasizing the importance of the policy, process or program discussed; and examples of how to provide the “why” to help employees understand the reasons for policies and ways of working.

Results

- Rolled out the guide to the entire compliance team in a VTLO-led interactive workshop.
- Immediately after the workshop, staff members embraced the concepts and began adopting the principles in the tone and style guide.
- Staff members felt comfortable showing their work to the VTLO consultant for approval or guidance on how to further enhance the tone.
- There were numerous reports of employees finding compliance communications easier to understand.
- Staff members shared emails from employees thanking compliance for explaining a process or providing clear guidance.

Tone and style reinforces to employees that two-way trust helps drive success.

Contact Us

VTLO’s full-time account staff and field consultants are located in major metropolitan areas throughout the United States. Our headquarters is located at 825 Georges Road, Suite 6, North Brunswick, NJ 08902. We invite you to give us a call, email us, visit our website, and engage with us on social media.