

“Our people are powerful sustainability advocates.”

Situation

Employee engagement is an important business driver for an organization, a competitive differentiator for customers, and a win-win when it comes to attracting and retaining top talent. Engaging employees around the topic of corporate sustainability, however, can be challenging. A global healthcare company faced with this task turned to VTLO for a solution.

How VTLO Helped Our Client Succeed

VTLO recommended and helped build an awareness program to educate employees about the company’s sustainability efforts and to present a call to action—an opportunity to volunteer as an employee ambassador for sustainability.

Results

- Conducted a communications audit and created a comprehensive communications program with messaging, proof points and theme. Program messaging was aligned with the overarching organizational messaging on sustainability.
- Defined ambassador roles and responsibilities and developed program processes and tools, including tips on recruiting employees and an engagement calendar for pre-launch, launch and post-launch activities.
- Captured employee sustainability stories to showcase past accomplishments.
- Since the ambassador sustainability program soft-launched, more than 40 ambassadors signed up to participate.

Ambassadors harness the passion of employee engagement.

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.