



COMMUNICATION AND ENGAGEMENT

People & Transformation

Business leaders, transformation offices, communications functions and HR teams partner with us to enable change.

Drawing on our decades of experience across industries and in every major geographic market, we assess current and future situations, analyze the stakeholder impacts, and use these inputs to develop successful transformation programs.

What we do

From awareness to action: the right story for the right people in the right way at the right time delivers commitment, performance and effectiveness. We design and implement internal communication campaigns that foster loyalty and enthusiasm to underpin and drive business initiatives.

Stories bind employees together to achieve great things. Whether you're engaging in a shift in strategy, a new purpose, values and behavioral expectations or improving performance of day-to-day activities, strategically planned communications are key to achieving the level of engagement needed for success. Without clear and engaging messaging and mobilization, leaders will struggle to achieve meaningful change, and often reputation, morale and business outcomes may suffer.

Our internal & change communications and employee engagement experts are equipped to support organizations experiencing every kind of situation. Whether you're reorganizing the communications function or developing a new communications strategy, or you need tactical support to build engagement, we deploy our experience, proven methods and best practices to support you. Increasingly, our work requires practical counsel for clients in reshaping the strategy and function, together with optimizing content, channels and communicators most effectively.

Particularly in times of change and transformation, our work requires careful calibration with business leaders as we align their role in cascading communications with the task of managers in contextualizing messaging, supported by communications team, in an increasingly digital environment. Against that backdrop, helping clients to understand the communication needs of their employees and to shape their approach to best meet their needs is critical.

Our internal communications and engagement support will work alongside you to achieve critical business outcomes through clear, targeted and effective communications, from strategy to execution.

Areas we assist:



Communications capability development

Assessing communications skillsets relative to current — and future — organizational needs: upskilling and elevating functional performance to meet and exceed industry best practices, and partnering with other functional leaders.



Employee engagement

Cutting through the corporate noise to communicate key business initiatives with your workforce: enhancing channel and message effectiveness to inform, inspire and enable your people.



Leadership communication

Supporting leaders — Board, C-Suite and people managers — to communicate authentically, with impact and influence, to get the best of their people and align with business objectives.



Change communications

Communicating at every stage of a transformation to engage impacted audiences, de-mystify the steppingstones to the future operating state, and bring the change journey to life.



Communications strategy & Internal communications

Evaluating current communications strategies across key metrics of impact and effectiveness, identifying where change can be actioned for maximum impact with critical internal stakeholders.

What people say...

“Our communications landscape is clogged and cascades are not flowing effectively.”

“We aren’t sure of how to align our communications strategy and the approach to our business objectives.”

“How can we best communicate changes across our business to maximize buy-in from employees?”

Meet our people



Lucy Phillips has 20+ years of communications and change management experience in public and private companies ranging from start-ups to the Fortune 10.

She is a leader in FTI Consulting's People & Transformation practice in London and is Prosci® certified in change management. Her experience spans international change management mandates, strategy development and roll-out, crisis and M&A communications.



Camilla Westlake has 10+ years of change management, L&D and communications experience, and is Prosci® certified in change management.

Her wider expertise spans strategic communications, leadership enablement and communications, M&A planning and integration, people and communications analytics, culture, customer service, team development, motivation, technology-enhanced working, health and safety and sustainability.



Carolin Dietz is an expert for change management and change communications with a particular focus on employee engagement.

She has worked with numerous clients to define and shape their communication strategies to effectively communicate and anchor change and engagement programs in their organizations. This includes developing multi-channel, multi-dimensional employee communications, building effective information cascades and meaningful dialogue, and improving the communication abilities of leaders.

EXPERTS WITH IMPACT™

About FTI Consulting

FTI Consulting is an independent global business advisory firm dedicated to helping organizations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centers throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities.

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