

Strategic Conversations at Suncorp Commercial Insurance (C)

Case Background

What Happened

What - Problems with internal communication causing funding issues
Why - Large number of employees so communication was difficult
When - Late 2007
Where - Bennington, Vermont
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Principle Players

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- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



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Research

Problems

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- Communication system was both confusing and overwhelming

Primary

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- Communication breakdown
- Lack of communication
- Lack of communication
- Lack of communication



Secondary

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- Director of a communication research
- Director of public relations

Stakeholders

- Employees
- Supervisors
- Managers

Methods Overlooked

- Research from employees

Evaluation

- Evaluation
- Evaluation
- Evaluation

Any Questions?

- Any Questions?
- Any Questions?
- Any Questions?

Programming

- Programming
- Programming
- Programming

Objectives

Informational

- Informing employees

Attitudinal

- Boost morale

Behavioral

- Increase effective communication

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Primary

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- Communication Audit
- Opinion Survey
- Focus Groups
- Web Survey
- Face-to-face interviews with senior managers



Kevin Robinson
Communications Director

Secondary

- Review of all communication materials
- Review of SVHC intranet site

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Stakeholders

- Employees
- Supervisors
- Managers

Methods Overlooked

- Response from employees

Evaluation

Evaluation

- 2007 evaluation
- Hindsight evaluation

Critique

- Research
- Suggested improvements

Any Questions?

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