



# Integrated Communications

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CIM

Accredited Study Centre



MARKETING IS NO LONGER ABOUT THE STUFF THAT  
YOU MAKE, BUT ABOUT THE STORIES YOU TELL

SETH GODIN

# Unit 1: Internal Marketing

How to build cross functional relationships



# TASK

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Trust this message.....

# Types of cross-functional relationships in organisations

Relationship Types

Cross- Functional Teams



Internal Stakeholders?

Culture?

# INTERNAL COMMUNICATIONS

## ■ Role

- Create relationships between management and employees and between functions
- Provide information
- Persuade, create desire or liking
- remind
- Differentiate
- Reinforce, reassure
- Entertain

## ■ Benefits

- Staff Morale - de centralised approach
- Talent Management
- External comms
- Customer focused

## ■ Internal Marketing

- Internal comms in: Corporate vision and branding, cross functional relationships
- developing customer focus, creating market understanding
- Provide a clear sense of purpose and direction

# TASK

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Consider the "Internal Marketing" undertaken in your organisation or an organisation that you are familiar with.

How effective is it?

Are there dedicated teams/plans to deliver internal marketing

# METHODS

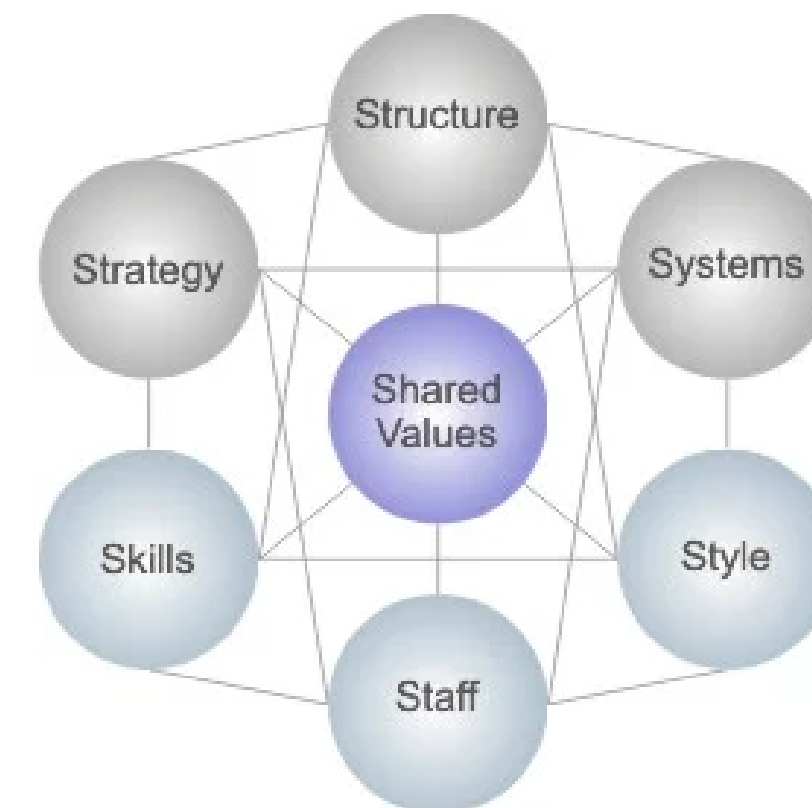


## AUDITING AND PLANNING

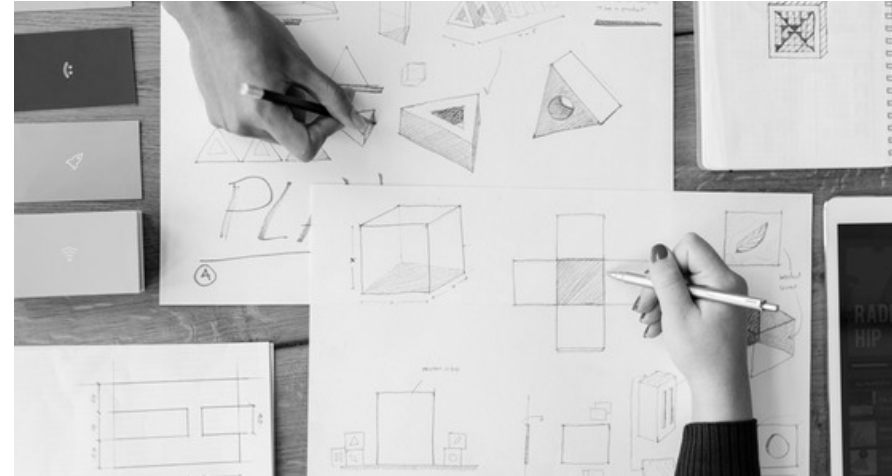
Who?  
When?  
Where?

### McKinsey 7S Framework

Figure 1: The McKinsey 7S Model



# TOOLS



## INTERNAL MEDIA

Intranet

Email

Staff training

Newsletters

Social media

Blogs

Meetings

Employee Rewards

## Challenges?



# TASK

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What communication tools are currently used to communicate with in your organisation?

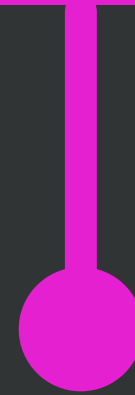
How are they used and could they be used better?

# Collaborative Working and Meeting Customer Needs



## EMPLOYER/EMPLOYEE BRANDING

"the way in which organisations differentiate themselves in the labour market, enabling them to recruit, retain and engage the right people" CIPD



## INTERNAL/EXTERNAL BOUNDRIES

The Use of freelancers, contractors, temps and consultants  
- the rise of the gig economy



## FLEXIBLE WORKFORCE

# Example

## Ella's Kitchen

### Goodies to look forward to as an Ella's buddy!

- ☺ 25 days holiday plus bank holidays
  - ☺ Ability to 'wobble' holiday days
    - ☺ Annual pay review
  - ☺ Contributory pension scheme
  - ☺ Non-contractual bonus scheme
    - ☺ Private medical insurance
      - ☺ Dental plan
      - ☺ Health cash plan
    - ☺ Income protection
    - ☺ Life assurance
    - ☺ Cycle to work
  - ☺ Shopping discount scheme
- ☺ A free yummy breakfast everyday
  - ☺ Weekly lunches on us
  - ☺ Twice yearly pamper days
- ☺ Give It A Go - money towards trying something new that you've always wanted to do
- ☺ Term-time clubs, like yoga or pilates, book club, or our very own Ella's Voice choir!
- ☺ Free Ella's products for family and friends

2,788

Companies

150

Industries

64

Countries

1

Unifying Goal

Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.

BEN & JERRY'S

CABOT

EILEEN  
FISHER



HappyFAMILY

Hootsuite

KICKSTARTER

Mean  
Kanteen

amalgamated  
bank

Stonyfield  
ORGANIC

NEW BELGIUM  
BREWING

natura

LEARN MORE

# TASK

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By next lesson (May 18th)

Research B Corps and be prepared to discuss  
in class

<https://bcorporation.net/about-b-corps>

# ASSIGNMENT