



Case Study - BSKyB

CSR Internal Communications Review

In 2006 BSKyB launched a comprehensive corporate social responsibility programme called The Bigger Picture. The programme was extended in 2008.

The Bigger Picture comprised of a number of core pillars, including the environment, sports and the arts, with a focus on making a positive impact in communities throughout the UK. Sky recognised that a key driver of The Bigger Picture's success was the level of employee engagement and involvement in the programme.

In 2008 HarknessKennett was commissioned to review levels of awareness of and engagement with The Bigger Picture as part of an overall review of the structure and content of the programme. In particular the internal communications review focused on the current levels of employee buy in and involvement and on finding out what more could be done to encourage increased employee participation.

Our research combined qualitative and quantitative techniques, through online and paper questionnaires, and focus groups. We identified current employee perceptions of The Bigger Picture, current levels of involvement in the programme and what employees needed in order to get more involved.

A key challenge for BSKyB was how to attract and involve very different employee audiences in the programme. From field staff, working on their own, spread across wide locations, through to call centre and office based employees.

The research enabled us to identify a number of core areas of interests for these different audience groups and we were able to recommend key areas of action to increase employee awareness and involvement across the organisation.

"HarknessKennett carried out a very robust and thorough review for us and identified some very practical outputs to help us improve our internal communications approach around The Bigger Picture."

Fiona Cobban
Senior Internal Communications Manager
BSkyB