



Case Study - Janus Capital International

Building an internal communications structure

Janus Capital Group is one of the world's premier asset managers. The international business, Janus Capital International, began trading in 1998 and soon emerged as a recognised provider of fundamental and mathematical strategies to key non-US professional investors.

Matthew Jervois, Head of Communications, Europe, asked HarknessKennett to carry out research amongst its employees in Asia, Australia, Continental Europe and its UK head office. The research was to inform the development of an internal communication framework to enhance regional communication.

HarknessKennett combined telephone interviews and focus groups with a quantitative online survey to understand current views of internal communication effectiveness and areas for action. The research also looked at employee perception of brand and values communication.

Recommendations from the review focused on four themes – communication planning, laying the foundations for growth across the regions, leadership communications and brand engagement.

"HarknessKennett provided a really insightful piece of research that has laid solid foundations for improving our internal communications."

Matthew Jervois
Head of Communications
Janus Capital International