



## Case Study - Aviva

### **Creating an internal communication strategy**

The insurance business, Aviva has recently reorganised into a regional structure and needed a new internal communication strategy for the Asia Pacific region.

Aviva Asia Pacific's Internal Communications Manager Chong Hui Chien asked HarknessKennett to work with the regional communicators to develop a new internal communications strategy for the new region.

The first step was to really understand the communication infrastructure of each of the countries and the level of communication capability across the business. We ran a pre-event survey with each of the country communication managers and then designed an interactive workshop in Singapore, the new regional headquarters, to create buy-in and to collaboratively design the new strategy.

The workshop was facilitated by HarknessKennett and enabled the country Communication Managers to come together, share best practice and discuss and agree the component elements of the strategy. Following a presentation by Lynne Gray, Director of Corporate Communications for Aviva Group we deployed an engaging approach to ensure participation and buy-in to the strategy.

*"HarknessKennett helped us to take a more engaging approach to developing our new regional Communications strategy. The workshop was very much the first step but will provide us with solid foundations for our communications strategy and how the regional team gets together and communicates in the future."*

Chong Hui Chien  
Regional Internal Communications Manager  
Aviva