



Case Study - Skandia

An interim solution

Following the acquisition of Skandia Group by Old Mutual plc, the Company's UK and Offshore division initiated a programme aimed at becoming an Employer of Choice. To achieve this, Skandia needed to find out what employees thought about their Company, areas it needed to improve upon, and those it did well.

Skandia UK and Offshore's then HR Director, asked HarknessKennett to develop an employee survey that would capture this information and provide interim support to ensure employees had clarity and understanding of the company's aspiration to become an Employer of Choice.

The first step was to really understand the programme's communication challenges and messages by working alongside key stakeholders and leaders. The result of this work led to a communication strategy and calendar of activities that would bring the Employer of Choice messages to a number of different audiences across the organisation. As well as establishing a number of communication channels to support communication of the programme, employees were also engaged through workshops, leadership conferences, and targeted campaigns.

"Becoming an Employer of Choice is a major strategic priority for Skandia UK. To maximise success we needed a supporting internal communication programme. Given the demands on our own Communications team, we needed interim support who could provide a spare pair of hands. Julianne French from HarknessKennett hit the ground running providing us with a practical communication strategy and the creation of a number of channels to support the overall communication programme."

Lorren Wyatt
Head of HR
Skandia