

# Employee engagement: are you ready?

Issued by [icandi CQ](#)

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icandi COMMUNICATIONS recently partnered with Melcrum, a leading UK-based internal communication research and training organisation, as a sponsor at the Melcrum Corporate Communication Management Summit held in Rosebank in early June.



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The conference highlighted the importance of internal communications, granting it the attention it deserves as a strategic business tool for driving business imperatives.

Informative presentations revealed case studies, proposed new mediums and shared a common thread: engage employee hearts and they will reward you with their dedication and loyalty. This trend is perfectly summed up in icandi COMMUNICATIONS' marketing portfolio book - "Beating Hearts Tell a Tale" - presented to each delegate that attended the conference.



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The book illustrates how company symptoms are treated with real, strategic and employee engaging solutions. More than just an outline of the company, readers are provided with insight into how we do what it is we do while demonstrating our strengths as communication strategists, and in implementing solutions with creative relevant design and messaging.

As a profession, internal communications often lacks recognition as a strategic business tool. The time is now for communication practitioners to elevate this importance and to have a permanent position around the boardroom table; to be more than just implementers, and to actively drive the business strategy through effective internal communications and coaching of leaders. Communicators are being forced to recognise that the forum is now less about the communicator and more about the audience.



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icandi COMMUNICATIONS' deft knowledge of inside out research and prompt-to-action methodology is based on a decade of work and a list of blue-chip clients that include Nedbank, DBSA, KPMG and more.

Melcrum has supported and guided this industry for years and their visit to our shores makes for exciting times. As a respected knowledge source, icandi COMMUNICATIONS has proudly nurtured a relationship with Melcrum that has spanned eight years, and looks forward to a lasting partnership with them in the future as we continue to engage, participate with and be involved in the power of internal communications.

icandi COMMUNICATIONS. Results driven communication from the inside out.

Don't hesitate to get in touch with the inside out communication specialists. Your employees are the best ambassadors you have. We will enhance that power and be the clincher in your brand building efforts.

## Editorial contact

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