



### Value at a glance

- Leadership buy in to a coherent message
- Clear roadmap for all communication – efficiency and consistency
- Seen as experts- drives client engagement

### NAVIGATING CHANGE

Risesmart are an outplacement services company, helping organisations and their employees navigate workforce changes. As people move into, within and out of a business, Risesmart helps to ease those transitions with coaching, training and technology.

Risesmart Australia started life as SageCo - founded by Alison Hernandez and Catriona Byrne in 2004 the company took a fresh approach to outplacement services that resonated with the market and saw it grow significantly. In 2017, SageCo became part of the Risesmart group, a global player in the talent mobility market.

As they merged the best of SageCo with the global experience and reach of their new parent, Alison and Catriona wanted to ensure that their message was fully aligned with Risesmart without losing the value that SageCo's clients had come to value.



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### ONE TEAM, ONE MESSAGE

They engaged Words2Win to help them. "Carol ran a workshop that helped us to distil and clarify exactly what we want to say to the market", says Catriona. "We captured what drives us, who we help, what we offer them and the difference it makes. It was a really useful process to go through, and a good structure to get the leadership team together and focussed on our message."

Once the message strategy was defined, Words2Win compared it to Risesmart's current communications, including their website, brochures, and proposals. "We identified where the gaps were, and where we need to put our effort to make sure that our message is clearly and consistently communicated", says Catriona.

One of the key areas identified was harnessing the breadth and depth of knowledge within the Risesmart organisation, so Risesmart worked with Words2Win on thought leadership articles to share the experience and expertise of the team.

"Working with Words2Win has helped us shape our message and communicate it effectively", sums up Catriona. "We have a lot to say, a lot to share and this process has been invaluable in helping us organise our thinking and turn it into meaningful content that helps to drive our business."