

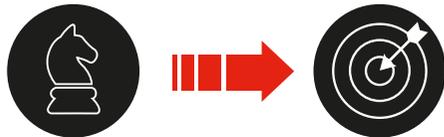
WHO ARE WE?

PROOF

internal & employer branding

Founded in 2001, we are a communications agency, with a talented core and a tried and tested network. Our customer intimate approach is our signature. We focus on alignment: internal and employer branding throughout the employee journey. Over the years we have earned our stripes: find a selection of our clients, cases, publications and awards on proof.nl

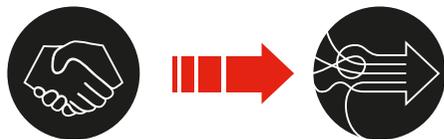
Our mission is to help our clients attract, sign, involve and inspire the right people, up to and including the moment they move on. We achieve that with internal and employer brand experiences that align employees and potential employees to the strategy, purpose and values of your organisation.



STRATEGY

IMPACT

We convert strategy into communications with maximum impact. Our collective challenge? Alignment throughout the employee journey.



ENGAGEMENT

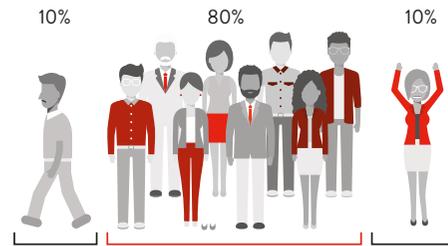
ALIGNMENT

Alignment goes further than engagement. Aligned employees aren't just involved but add value with their expertise, driven by their engagement.

WHAT DO WE OFFER?

ALIGNED WORKFORCE

As a rule, only a limited part of the workforce is involved and aligned. The solution for your organisation is to be clear about strategy and goals, and to involve your people in shaping them. This makes employees co-owners of the story, with an intrinsic motivation to achieve the common goal. The result: satisfied customers and shareholders.



EMPLOYEES

CUSTOMERS

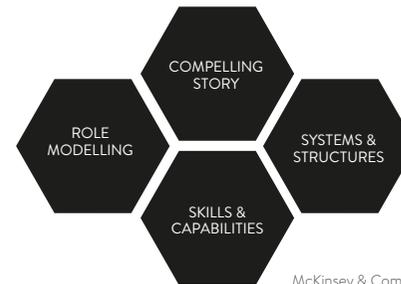
SHAREHOLDERS

BY WHAT MEANS?



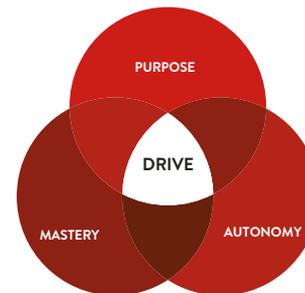
PROOF employee journey ©

The employee journey offers many touch points for your organisation to align its people.



McKinsey & Company

To successfully effect change it is imperative to change the mind-set and behaviour of employees and to direct them towards the desired goal.



D.H. Pink

To get the best out of your employees you have to unlock their intrinsic motivation. That means truly recognizing them as individuals. Remember: satisfied customers begin with happy employees.

HOW DO WE DO IT?

1 ANALYSIS
Listen to what people are actually thinking. Ensure that this key knowledge is accurate.

2 STORY
Develop a compelling story.

3 STRATEGY
Define a clear strategy.

4 CONCEPT.
Create a strong concept framework that connects people and directs your communications.

5 EXECUTION
Ensure excellence in execution.

6 MEASURE AND ADJUST
Monitor progress regularly with predetermined KPI's. Share the results.

THE RESULT

+ alignment
+ employee effort
+ performance

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