

# PROOF

## change communication & employee alignment

Founded in 2001. A network agency with a fixed core team and tried and tested network. Team players. Loyal. Focus on change communication and employee alignment. Pioneers in internal and employer branding. International and Dutch clients.

## WHAT WE DO

We believe that sustainable value creation begins with employees. Aligned employees determine the success of the organisation.



happy employees = happy customers = more business value

The key to success is to have energetic employees who feel at home, give their best every day and know how they can contribute to shared ambitions. Happy employees determine customer satisfaction, sustainable value creation and the reputation of the organisation.

## WHAT WE DO

Change communication

Employee alignment & internal branding

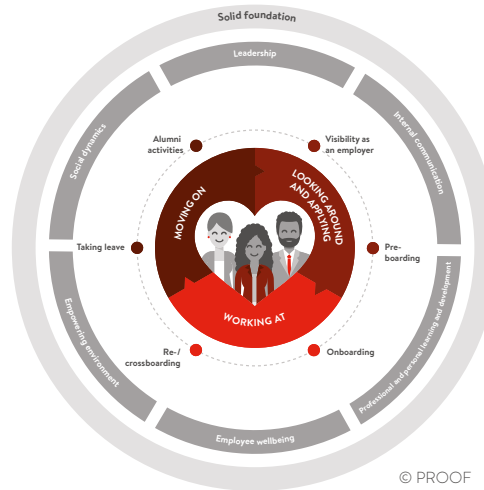
Leadership communications

Employer branding

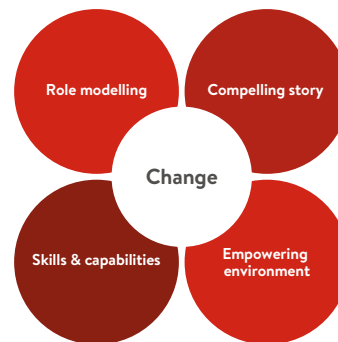
Recruitment marketing & job branding

## METHODOLOGY

The employee journey offers lots of moments that an organisation can use to align its employees optimally. The employee journey model helps you to gain insight into the key influencing factors and contact moments during each phase of the employee journey.



Change will only succeed if the mindset and behaviour of employees and managers contribute to this.



Go to [proof-agency.com](http://proof-agency.com) for an overview of customers, cases, publications and awards.

## HOW WE WORK

We help clients by creating employee journeys that enable employees and managers to create value together. PROOF develops and implements integrated, sustainable and measurable alignment solutions. We do this by combining clear insights and a suitable strategy with contemporary creative concepts and implementation.

- 1 INSIGHT**  
We listen to what's going on in the organisation among employees and provide our insights and recommendations.
- 2 STORY**  
We create an inspiring story that helps employees to understand, embrace and realise organisational strategies, goals and/or change.
- 3 COMMUNICATION AND EMPLOYEE ALIGNMENT STRATEGY**  
We define a communication and employee alignment strategy that sets out what needs to be done to align employees with the ambitions of the organisation.
- 4 CREATIVE CONCEPT**  
We develop a creative concept to attract, bind and captivate the right talents.
- 5 IMPLEMENTATION**  
We provide impactful online and offline implementation that brings the story and concept to life.
- 6 MEASURE**  
We measure throughout to determine where adjustment is needed and what the next steps should be.

© PROOF

Veemarkt 135  
1019 CC Amsterdam  
+31 20 521 39 80  
proof.nl

46 New Broad Street  
London EC2M 1JH  
proof-agency.com