

Winning Internal Communications



Nice to meet you.

Nice to meet you.

The Gensler logo is displayed in red, bold, sans-serif font within a white circle that has a thin orange border.

Gensler

The cresa logo features a cluster of ten small orange squares arranged in a grid-like pattern above the word "cresa" in a dark blue, lowercase, sans-serif font, all contained within a white circle with a thin orange border.

cresa

The CABOT logo consists of the word "CABOT" in a dark blue, serif font, followed by a stylized orange crosshair symbol, all within a white circle with a thin orange border.

CABOT

MON 6/2

- FCM ESG review
- Email Mike Williams
- send Jim invoice
- LinkedIn process email → office
- Cap form Jim feedback
- Nick Research report feedback
- Connect w Dhruvi
- get WP status from Adam

Tues 6/3

- SCM WP review
- send LinkedIn process email
- Confirm Jim invoice splits
- Request podcast transcript
- Review Munich press release
- Add time ~~off~~ to cal.
- WP timeline outline
- Email Justine re: ESG
- Request AM video assets

WED 6/4

- VIDEO VENDOR outreach
- ESG photo updates
- Research report - DRAFT 2
- LinkedIn email
- call Jim
- DRAFT ATLANTA brochure
- Compliance transcript review
- Talk to ICRA

Thurs 6/5

- SEND LINKEDIN EMAIL
- Draft graphic for Konstantin
- Review ~~QA~~ QL language
- Draft LinkedIn posts (podcast; interns)
- Outline newsletter content
- send CJT INDD videos
- FIND ROCDALE timelapse

Fri 6/6

- LINKEDIN EMAIL Terry
- CJ/INDD project
- Call for content - newsletter
- Finalize Konstantin press release
- Call Megan re: Commons
- Request PERE attendee list
- Send event photos to IR
- Schedule WP ^{meeting} ~~outline~~ next wk
- Confirm FCM ESG review availability

Mon 6/2

- FCM ESG Review
- Email Mike Williams
- Send Jim Invoice
- LinkedIn process email → office
- Cap form Jim feedback
- Nick Research report feedback
- Connect w Dhruvi
- Get WP status from Adam

Tues 6/3

- SCM WP review
- Send LinkedIn process email
- Confirm Jim Invoice splits
- Request podcast transcript
- Review Munich press release
- Add time to cal.
- WP timeline outline
- Email Justine re: ESG
- Request AM video assets

Wed 6/4

- VIDEO VENDOR outreach
- ESG photo updates
- Research report - DRAFT 2
- LinkedIn email
- call Jim
- DRAFT ATLANTA brochure
- Compliance transcript review
- Talk to ICRA

Thurs 6/5

- SEND LINKEDIN EMAIL
- Draft graphics for Konstantin
- Review ~~QA~~ QL language
- Draft LinkedIn posts (podcast; interns)
- Outline newsletter content
- Send CJT INDD videos
- FIND ROCDALE timelapse

Fri 6/6

- LINKEDIN EMAIL Terry
- CJ/INDD project
- Call for content - newsletter
- Finalize Konstantin press release
- Call Megan re: Commons
- Request PERE attendee list
- Send event photos to IR
- Schedule WP ~~outline~~ ^{meeting} next wk
- Confirm FCM ESG review availability

Why does
internal
communications
matter?

Why does
internal
communications
matter?

- » **Information sharing**
- » **Workplace connection
+ belonging**

80%

**of workers want to know more
about how decisions are made**

80%

**of workers want to know more
about how decisions are made**

87%

**of workers want their future
company to be transparent**

80%

**of workers want to know more
about how decisions are made**

87%

**of workers want their future
company to be transparent**

**When done well, internal comms is a major
contributor to a positive employee experience.**

What does it look like?

From: Lawri Williamson
Sent: Tuesday, August 04, 2015 11:16 AM
To: staff <staff@appointment-plus.com>
Subject: Quick reminder

Remember: "AppointmentPlus software" is our product. "AppointmentPlus" is our name.

If you use "AppointmentPlus" by itself when you're talking about our product (e.g., "AppointmentPlus lets you send email and text reminders"), you create a legal risk for us that could cause us to lose the "AppointmentPlus" trademark.

Remember, **verbal misuse of the "App Store" trademark (by Steve Jobs, no less) caused Apple to lose rights to it.** Please don't let the same thing happen to us! Help protect our trademark and the integrity of our brand name by speaking and writing about it correctly.

For more information and examples, see page 5 of the AP Copy Style Guide: ([Dropbox](#) [Appointment-Plus](#)) > 000 - Global Access - All Employees > AP Brand Resources)

Lawri Williamson, Communication
AppointmentPlus
480.483.1199, x140
williamson@appointmentplus.com
AppointmentPlus.com



CABOT IN THE NEWS



Matraville Acquisition Makes Headlines

In September, the Sydney team closed on 42-52 Raymond Avenue, marking Cabot's first acquisition in Sydney. The two-story, ramp-up logistics center offers valuable density in one of Sydney's most land-constrained submarkets. Many congratulations to the Australia team on an exciting addition to the portfolio!

We shared a [press release](#) to announce the acquisition, which was picked up by several notable publications in Australia and the U.S.

THOUGHT LEADERSHIP



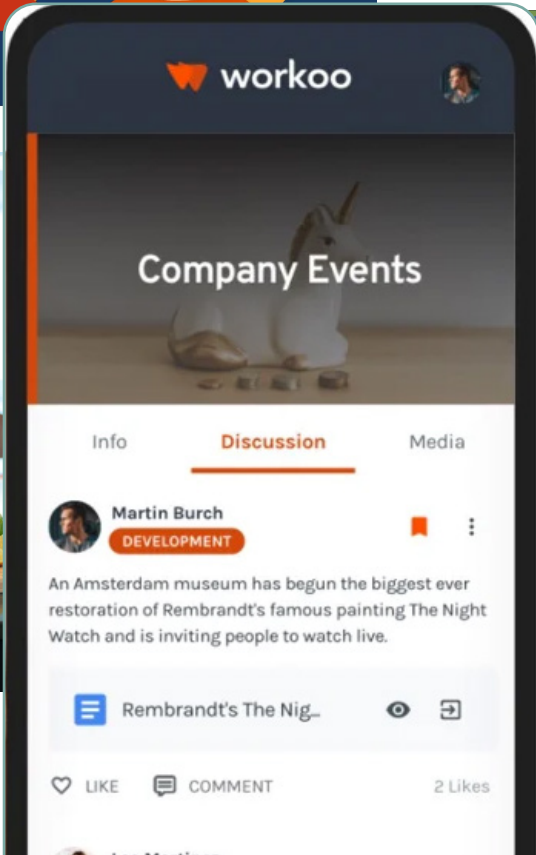
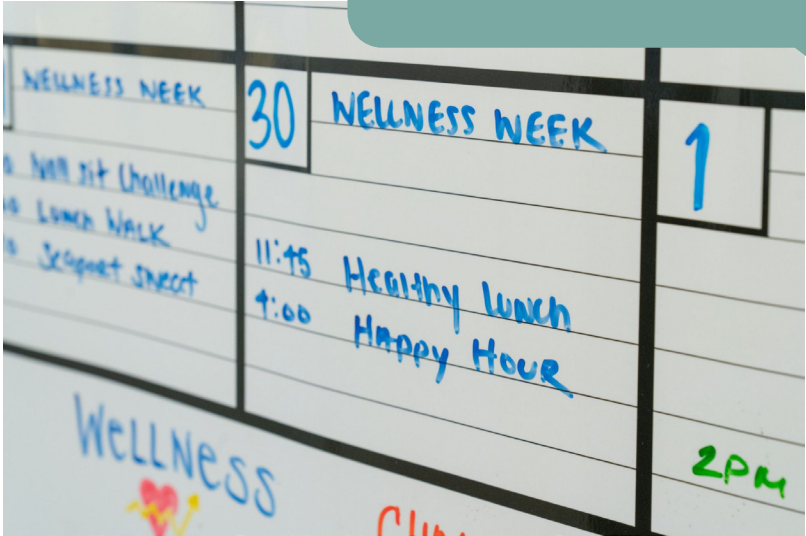
Hotel Speaks at Greenbuild Expo

tel, Senior Associate of ESG, joined peers Brightworks on a panel to discuss enabling portfolios at scale. A flagship event for in the built environment, Greenbuild brings leaders from around the world to drive change in policy and practice.



Sally Box Chairs Industrial Real Estate Summit

In October, Managing Director Sally Box chaired the Industrial Real Estate Summit in Sydney. In addition to making the event's introductory and closing remarks, Sally encouraged a diverse group of fellow senior real estate experts to attend, including Luke Petherbridge of Link Logistics and Toni Ryan of Realterm. Cabot's Ben Caporale also attended the summit as a panelist.



Harvey Speaks on kyo Panel

ector Justin Harvey its on the latest European ends as part of PERE's in October. He was joined market leaders to discuss al climate and its impact patterns in the region.



Chelsea Tamuk Levane Featured on Industrial Insights Podcast

Industrial Insights podcast host Justin Smith interviewed Cabot's **Chelsea Tamuk Levane** on a recent episode. Director of Investments on the west coast, Chelsea spoke about the value of local market expertise and the importance of building a strong, integrated team. Check it out wherever you listen to podcasts!



Katie Maher Represents Cabot at Compliance Roundtable

VP of Compliance **Katie Maher** participated in the 2024 New England Compliance Officers Roundtable hosted by Sidley and Kroll. The program began with an interview of the current leaders of the SEC's Boston office and examination program and culminated in an expert discussion of SEC-registered investment adviser priorities, during which Katie

The **strategy** is the
the secret sauce.

BUILDING YOUR STRATEGY

Map out an internal comms calendar.

(Don't take a scattershot approach.)

INTERNAL COMMS CALENDAR

	A	B	C	D	E	F	G	H
45	July 2019							
46	S	M	T	W	T	F	S	
47	30	1	2	3	4	5	6	
48	7	8	9	10	11	12	13	
49	14	15	16	17	18	19	20	
50	21	22	23	24	25	26	27	
51	28	29	30	31	1	2	3	

I	J	K	L	M	N	O	P
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
		Finding your unique voice for your online shop		Dear 10 years ago me...			
				How to improve your SEO 👉 Plus, new theme sneak			
Launch ChicShop		Announcing....ChicShop: The WordPress Theme for Online Shop		ChicShop Launch Emails			
				4 ways to lower shopping cart abandonment			
		How to create an amazing lead magnet that turns followers into		How to Create an Amazing Lead Magnet that turns			
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
				Dear Bluchic: Where did you get your ideas for your new			
		The Best WordPress Plugins for Your Service-Based Business		The WordPress plugins you MUST have			
		Top 8 Must-Haves For Your Virtual Assistant Website		It's time to start planning for the most wonderful time of the			
Flash Sale				Flash Sale Emails			
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
		6 Things you must have on your OPT-IN PAGE		The secret to creating opt-in pages that convert			
		2 Ways to Grow Your Online Business					

» Quarterly or annual

INTERNAL COMMS CALENDAR

	A	B	C	D	E	F	G	H
45	July 2019							
46	S	M	T	W	T	F	S	
47	30	1	2	3	4	5	6	
48	7	8	9	10	11	12	13	
49	14	15	16	17	18	19	20	
50	21	22	23	24	25	26	27	
51	28	29	30	31	1	2	3	

I	J	K	L	M	N	O	P
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
		Finding your unique voice for your online shop		Dear 10 years ago me...			
				How to improve your SEO 👉 Plus, new theme sneak			
Launch ChicShop		Announcing....ChicShop: The WordPress Theme for Online Shop		ChicShop Launch Emails			
				4 ways to lower shopping cart abandonment			
		How to create an amazing lead magnet that turns followers into		How to Create an Amazing Lead Magnet that turns			
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
				Dear Bluchic: Where did you get your ideas for your new			
		The Best WordPress Plugins for Your Service-Based Business		The WordPress plugins you MUST have			
		Top 8 Must-Haves For Your Virtual Assistant Website		It's time to start planning for the most wonderful time of the			
Flash Sale				Flash Sale Emails			
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
		6 Things you must have on your OPT-IN PAGE		The secret to creating opt-in pages that convert			

- » Quarterly or annual
- » Understand the frequency of your messaging

INTERNAL COMMS CALENDAR

	A	B	C	D	E	F	G	H
45	July 2019							
46	S	M	T	W	T	F	S	
47	30	1	2	3	4	5	6	
48	7	8	9	10	11	12	13	
49	14	15	16	17	18	19	20	
50	21	22	23	24	25	26	27	
51	28	29	30	31	1	2	3	

I	J	K	L	M	N	O	P
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
		Finding your unique voice for your online shop		Dear 10 years ago me...			
				How to improve your SEO 👉 Plus, new theme sneak			
Launch ChicShop		Announcing....ChicShop: The WordPress Theme for Online Shop		ChicShop Launch Emails			
				4 ways to lower shopping cart abandonment			
		How to create an amazing lead magnet that turns followers into		How to Create an Amazing Lead Magnet that turns			
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
				Dear Bluchic: Where did you get your ideas for your new			
		The Best WordPress Plugins for Your Service-Based Business		The WordPress plugins you MUST have			
		Top 8 Must-Haves For Your Virtual Assistant Website		It's time to start planning for the most wonderful time of the			
Flash Sale				Flash Sale Emails			
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
		6 Things you must have on your OPT-IN PAGE		The secret to creating opt-in pages that convert			

- » Quarterly or annual
- » Understand the frequency of your messaging
- » Identify opportunities to 'bucket' outreach

INTERNAL COMMS CALENDAR

	A	B	C	D	E	F	G	H
45	July 2019							
46	S	M	T	W	T	F	S	
47	30	1	2	3	4	5	6	
48	7	8	9	10	11	12	13	
49	14	15	16	17	18	19	20	
50	21	22	23	24	25	26	27	
51	28	29	30	31	1	2	3	

I	J	K	L	M	N	O	P
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
		Finding your unique voice for your online shop		Dear 10 years ago me...			
				How to improve your SEO 👉 Plus, new theme sneak			
Launch ChicShop		Announcing....ChicShop: The WordPress Theme for Online Shop		ChicShop Launch Emails			
				4 ways to lower shopping cart abandonment			
		How to create an amazing lead magnet that turns followers into		How to Create an Amazing Lead Magnet that turns			
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
				Dear Bluchic: Where did you get your ideas for your new			
		The Best WordPress Plugins for Your Service-Based Business		The WordPress plugins you MUST have			
		Top 8 Must-Haves For Your Virtual Assistant Website		It's time to start planning for the most wonderful time of the			
Flash Sale				Flash Sale Emails			
PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M
		6 Things you must have on your OPT-IN PAGE		The secret to creating opt-in pages that convert			
		6 Ways to Grow Your Subscriber List					

- » Quarterly or annual
- » Understand the frequency of your messaging
- » Identify opportunities to 'bucket' outreach

TIP: Newsletters can save a lot of email traffic!

BUILDING YOUR STRATEGY

Communicate regularly.

*(Not just when there's a
deadline or action required.)*

REGULAR COMMUNICATION

AROUND THE WATERCOOLER

A series that asks the tough questions.

Dream dinner guest?
Bruce Springsteen
(no hesitation).

Best business advice you've received?
Be your authentic self.

What *Jeopardy!* category would you sweep?
The 1986 Mets.



with Pat Ryan

What actor would play you in a movie about your life?
I've been told I look like John Cusack...

What would be your last meal?
Keep it simple — steak and potatoes.

Favorite Cabot memory?


Employee Spotlight








» Frequent touchpoints are good!

Benefits Reminders

RE: Open Enrollment 2025



Hughes, Aimee

To  #Boston;  #Atlanta;  #Chicago;  #LosAngeles;  #Dallas

12/2/2024

This message was sent with High importance.

As of this morning, 63 individuals have not yet started Open Enrollment. Please note that everyone must complete it by the end of the day tomorrow 12/3.

You need to login even if you are maintaining your selections or declining all coverage. Current coverage ends 12/31/24.

Thanks,
Aimee

Relevant News Articles

Vasserman, Adam

AV

Interesting sh


Real Estate Alert

SPECIAL REPORT

Fund Universe Retrenches Amid Market Uncertainty

The high-yield bond market has seen its biggest retreat since the early 2010s, as investors grapple with the prospect of a recession and the impact of the Fed's rate hikes. The high-yield bond market has seen its biggest retreat since the early 2010s, as investors grapple with the prospect of a recession and the impact of the Fed's rate hikes.

Number of Active Funds



REA031825_Supple

3

REGULAR COMMUNICATION

AROUND THE WATERCOOLER

A series that asks the tough questions.

Dream dinner guest?
Bruce Springsteen
(no hesitation).

Best business advice you've received?
Be your authentic self.

What *Jeopardy!* category would you sweep?
The 1986 Mets.



with Pat Ryan

What actor would play you in a movie about your life?
I've been told I look like John Cusack...

What would be your last meal?
Keep it simple — steak and potatoes.


Favorite Cabot memory?

Employee Spotlight







Benefits Reminders

RE: Open Enrollment 2025



Hughes, Aimee

To  #Boston;  #Atlanta;  #Chicago;  #Los Angeles;  #Dallas

12/2/2024

This message was sent with High importance.

As of this morning, 63 individuals have not yet started Open Enrollment. Please note that everyone must complete it by the end of the day tomorrow 12/3.

You need to login even if you are maintaining your selections or declining all coverage. Current coverage ends 12/31/24.

Thanks,
Aimee

» Frequent touchpoints are good!

» ...to an extent

Vasserman, Adam

AV

Interesting sh

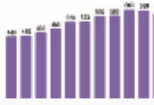
Real Estate Alert

SPECIAL REPORT

Fund Universe Retrenches Amid Market Uncertainty

The high-yield bond market has seen its biggest retreat since the early 2010s, as investors grapple with the prospect of a recession and a sharp rise in interest rates. The high-yield bond market has seen its biggest retreat since the early 2010s, as investors grapple with the prospect of a recession and a sharp rise in interest rates.

Number of Active Funds



REA031825_Supple

3

Relevant News Articles

REGULAR COMMUNICATION

AROUND THE WATERCOOLER

A series that asks the tough questions.

Dream dinner guest?
Bruce Springsteen
(no hesitation).

Best business advice you've received?
Be your authentic self.



What *Jeopardy!* category would you sweep?
The 1986 Mets.

with Pat Ryan

What actor would play you in a movie about your life?
I've been told I look like John Cusack...

What would be your last meal?
Keep it simple — steak and potatoes.

Favorite Cabot memory?




Employee Spotlight






- » Frequent touchpoints are good!
- » ...to an extent
- » Balance actionable/ necessary outreach with other kinds of engagement

Benefits Reminders

RE: Open Enrollment 2025



Hughes, Aimee

To  #Boston;  #Atlanta;  #Chicago;  #Los Angeles;  #Dallas

12/2/2024

This message was sent with High importance.

As of this morning, 63 individuals have not yet started Open Enrollment. Please note that everyone must complete it by the end of the day tomorrow 12/3.

You need to login even if you are maintaining your selections or declining all coverage. Current coverage ends 12/31/24.

Thanks,
Aimee

Vasserman, Adam

AV

Interesting sh

Real Estate Alert

SPECIAL REPORT

Fund Universe Retrenches Amid Market Uncertainty

The high-yield bond market has seen its biggest retreat since the early 2010s, but investors are looking for a rebound. The high-yield bond market has seen its biggest retreat since the early 2010s, but investors are looking for a rebound. The high-yield bond market has seen its biggest retreat since the early 2010s, but investors are looking for a rebound.

Number of Active Funds

REA031825_Supple

Relevant News Articles

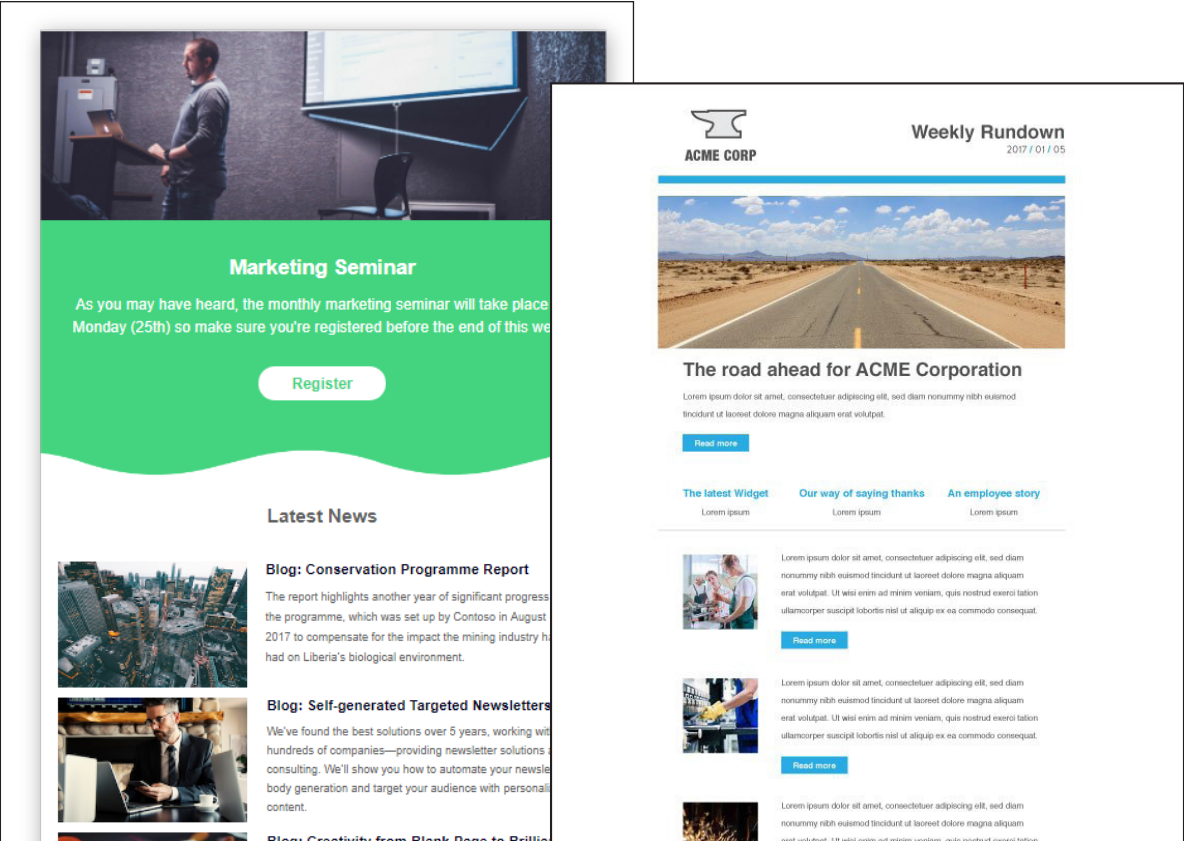
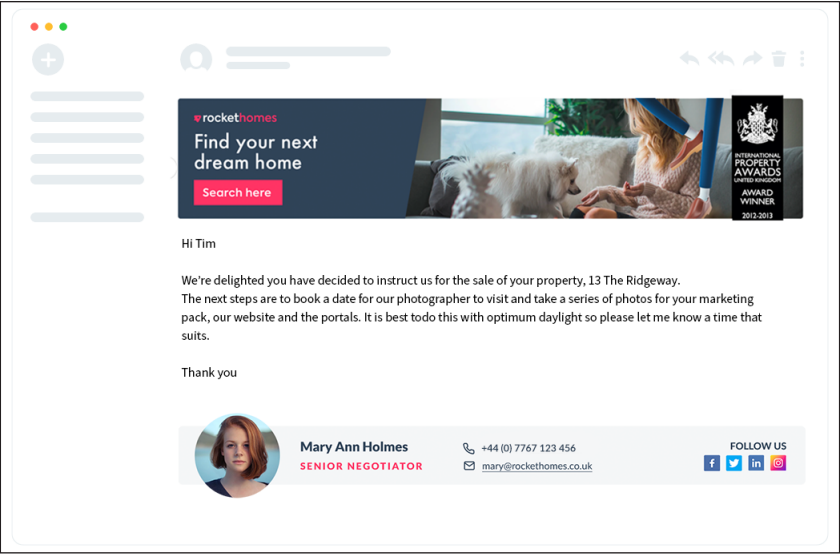
BUILDING YOUR STRATEGY

Branded is better.

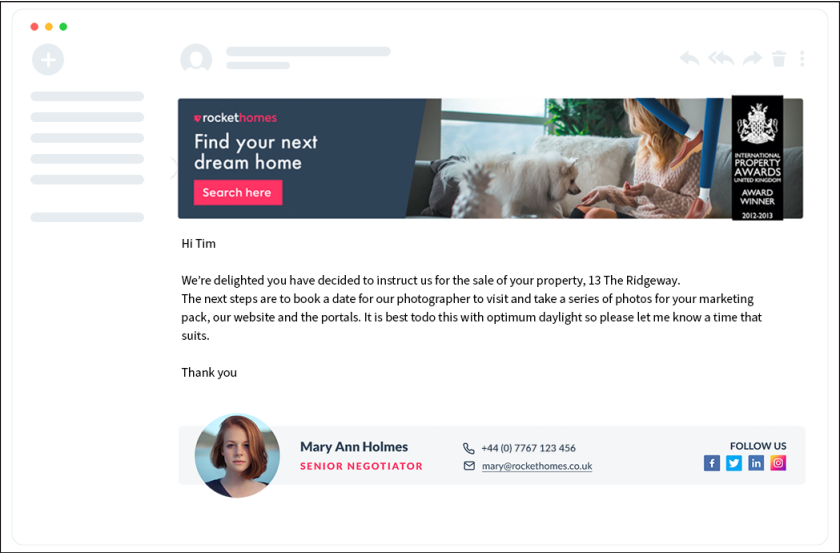
*(Not everything should be
a plain white email.)*

INTERNAL BRANDING

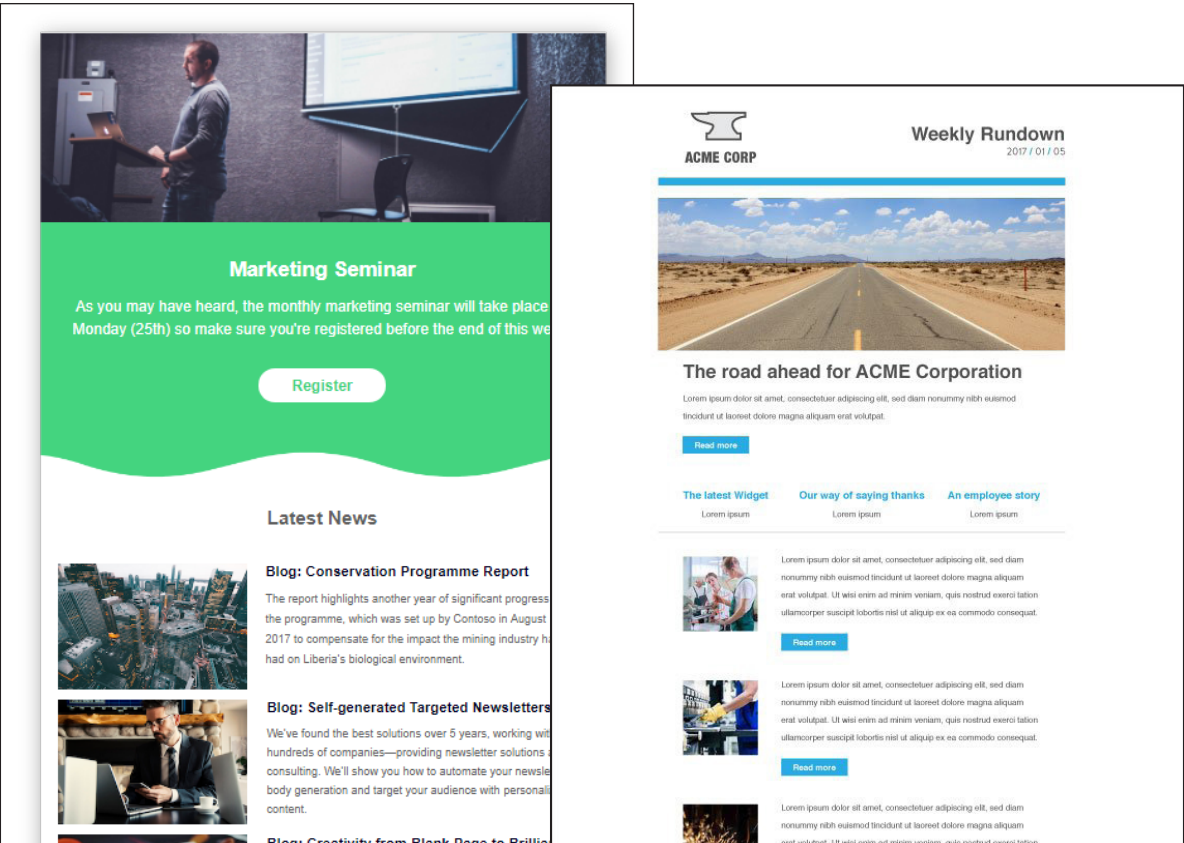
» Develop a brand kit to signal the kind of communication it will be



INTERNAL BRANDING

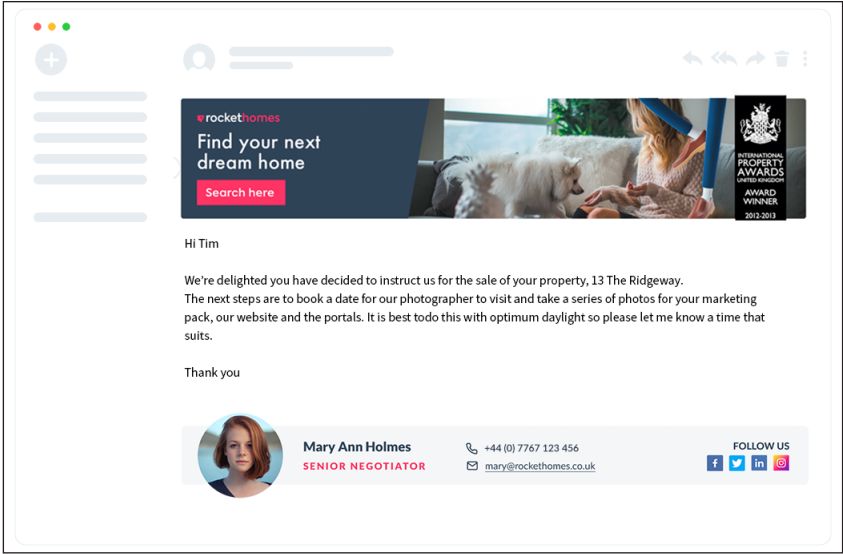


» Develop a brand kit to signal the kind of communication it will be

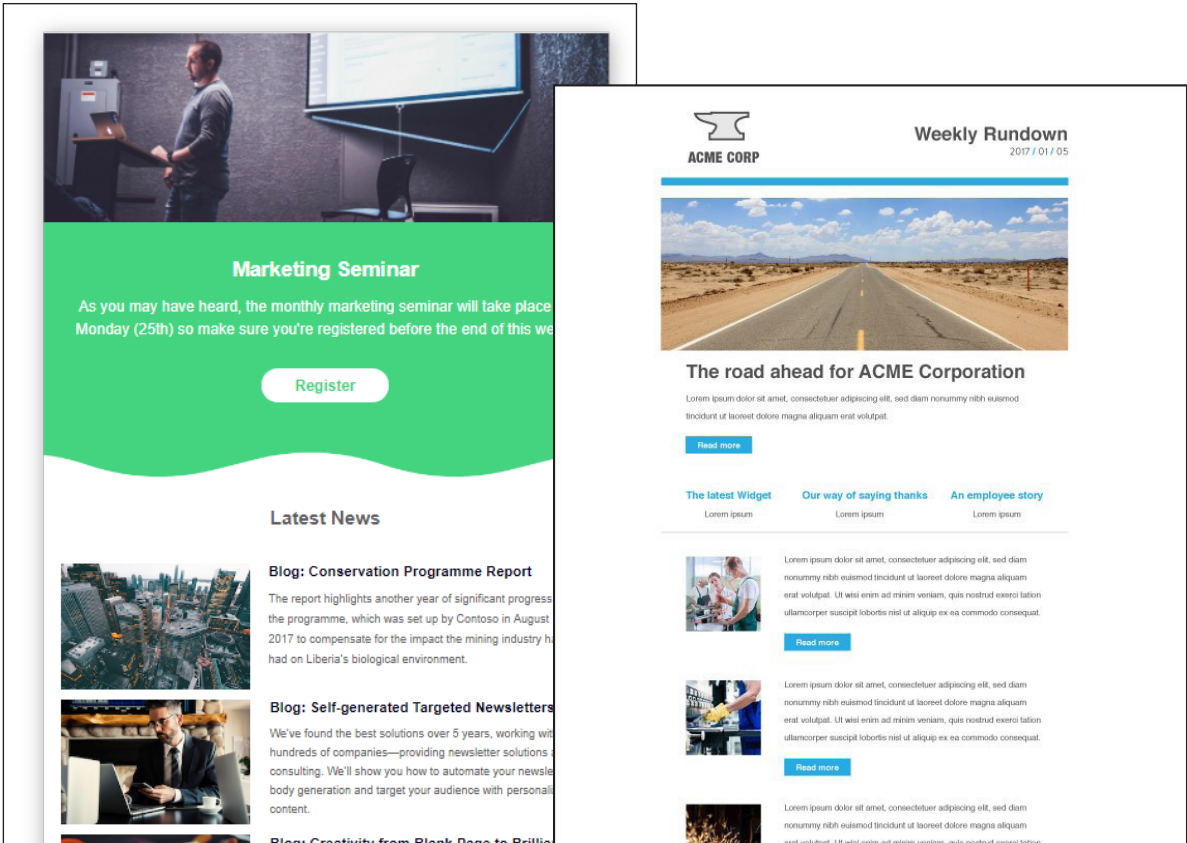


» Newsletter names, subject lines, color schemes in email, etc.

INTERNAL BRANDING



» Develop a brand kit to signal the kind of communication it will be



» Newsletter names, subject lines, color schemes in email, etc.

» Have a tiny bit of fun

In summary...

Regular updates throughout the year...

With a **mix** of information types and formats...

Delivered with a hint of **flair**.

In summary...

Regular updates throughout the year...

With a **mix** of information types and formats...

Delivered with a hint of **flair**.

***Key for distributed workforces!**



Best Practices

Employ multiple
channels.

Employ multiple
channels.

» **Provide more than one
touchpoint for critical
messages**

Employ multiple
channels.

- » **Provide more than one touchpoint for critical messages**
- » **Keep messaging consistent across all channels**

Employ multiple channels.

» **Provide more than one touchpoint for critical messages**

» **Keep messaging consistent across all channels**

Onboarding a new benefits provider:

- Send out an email with overview and detailed descriptions
- Facilitate a presentation from the provider at a company all-hands call
- Post office signage with deadline reminders
- Host HR office hours

Leverage
technology.

Leverage
technology.

» **Put AI to work**

Leverage
technology.

» Put AI to work

TIP: Coach your AI bot of choice on your company voice and internal brand.

BONUS TIP: Be sure to share the finished product with your bot!

Leverage
technology.

» Put AI to work

TIP: Coach your AI bot of choice on your company voice and internal brand.

BONUS TIP: Be sure to share the finished product with your bot!

» Get some design support to build your brand kit

Leverage technology.

» Put AI to work

TIP: Coach your AI bot of choice on your company voice and internal brand.

BONUS TIP: Be sure to share the finished product with your bot!

» Get some design support to build your brand kit

TIP: Canva is a favorite for non-designers!

Make things
easy to find.

Make things
easy to find.

» Drive people toward shared spaces (server folders, Intranet links, etc.) to encourage self-sufficiency

Make things
easy to find.

- » Drive people toward shared spaces (server folders, Intranet links, etc.) to encourage self-sufficiency
- » Save all internal emails in a shared folder

Communicate
when it counts.

Communicate
when it counts.

» **Develop a detailed crisis
communications plan**

Communicate
when it counts.

» **Develop a detailed crisis communications plan**

- What constitutes a crisis?
- When is a communication warranted?
- Who is involved in the planning
- What does it look like?
- Who should receive it?

Communicate to
the **edges**, not
the average.

Communicate to
the **edges**, not
the average.

» **Don't assume all news
travels fast!**

Communicate to
the **edges**, not
the average.

- » **Don't assume all news travels fast!**
- » **Share what you can to build trust and model transparency**

Communicate to
the **edges**, not
the average.

- » **Don't assume all news travels fast!**
- » **Share what you can to build trust and model transparency**
- » **Drop the jargon**

Thank you!

Any Questions?

Discussion

Let's break into groups based on company size. Please physically move to a designated table in the room that best reflects your capital profile.

Work through three scenarios with your group and use large notepads to record your ideas.

We will spend roughly 15 minutes discussing each scenario and 5 minutes sharing.

TABLE #1:

**Less than 100 employees
(HR teams of 1-2)**

TABLE #2:

100 to 500 employees

TABLE #3:

More than 500 employees

Change Management Communication

Your company is implementing a new HRIS system, going live in 6 months. A comms plan needs to be developed to announce the change, plan trainings, and answer employee questions. How would you structure the communications around this change?

List the key points of your communication strategy on the notepad.

Decentralized Employee Population

Many companies face the challenge of communicating with a distributed population, with workers in offices, at properties and fully remote.

Consider what strategies organizations can use to make sure communications are effective and inclusive across all employee groups? How can companies foster a sense of engagement and belonging for employees who are not in a traditional office setting?

List a few strategies on your notepad.

Employer Branding

A strong employer brand is essential to attracting new talent and creating engagement with current employees. Define your employer value proposition and how you will communicate this to these audiences.

List out the most important aspects of your employer value proposition. Note how you are sharing this information with different audiences, including job candidates and employees. This does not have to be something you are currently doing – be aspirational!