

# CHANGE

## THE CONVERSATION



Employee Communication  
Needs to Change

Introducing GuideSpark  
Communicate Cloud

Your company probably spends millions of dollars to deliver value to your employees.

**Is your investment paying off in attracting and retaining top talent?**

**No?**

**We believe that's because employee communication is broken.**

Too many messages are "one and done" and lack any real impact. Employees don't value what they don't understand, and the fact is, many employees simply aren't paying attention.

**IT'S TIME TO CHANGE  
THE CONVERSATION.**

If you want employees making smart choices, internal communications need to be multi-format, multi-channel, and continuous. Just like with your customers, messages need to happen when, where, and how your people want.

Marketing-minded HR leaders know that employee communication and the employee experience need to be reimagined.

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## **CHANGE THE CONVERSATION WITH GUIDESPARK COMMUNICATE CLOUD.**

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GuideSpark Communicate Cloud combines content, technology, and consultant-like expertise to deliver employee communication campaigns. GuideSpark helps you:

- ✦ **Change the performance conversation** — drive participation, accountability, and continuous feedback
- ✦ **Change the benefits conversation** — help employees truly understand the benefits you offer and make the best choices
- ✦ **Change the compensation conversation** — unlock the competitive value of your compensation strategy

**IT'S TIME TO MARKET YOUR MESSAGES EFFECTIVELY TO EMPLOYEES, JUST LIKE YOU DO WITH YOUR CUSTOMERS.**

It's time to put your employees at the center of the conversation.

With GuideSpark, you'll drive adoption  
of your HR programs, create a better  
employee experience, and see results.

Contact us to show you how.

Call 1-800-519-0755, or email [sales@guidespark.com](mailto:sales@guidespark.com).

For more information, visit [www.guidespark.com](http://www.guidespark.com).

