



Capabilities & Services

Internal Communications

BrightWays is a consulting firm that helps organizations strengthen their performance from the inside out. Through strategic communications targeted to an organization's **internal audiences** – such as employees, leadership, board of directors, members, students/parents, etc. – we drive results that matter.

Applying deep experience in **communications strategy, employee engagement, and change management**, here is an overview of BrightWays' well-honed communications services.

| CATAGORY | TOPICS | WHAT I DO | OUTCOMES |
|----------------------------------|--|--|---|
| HR Communications | Program launches, changes, improvements, or routine announcements about: <ul style="list-style-type: none"> • Compensation • Total rewards • Onboarding • Performance management • Leadership development • Downsizings (involuntary or voluntary) • Benefits • Retirement (pension, 401(k)) • Learning and development • HR and employment branding | <ul style="list-style-type: none"> • Collect background information, including reviewing or conducting audience research. • Determine the communications strategy with you and your team. • Develop the communications plan (strategy, objectives*, target audience, key messages, tactics, timeline). | Based on the audience, purpose, and objectives, positive outcomes include: <ul style="list-style-type: none"> • Improved business performance • Strengthened business reputation • Increased participation |
| Business Communications | <ul style="list-style-type: none"> • Business transformations • Leadership transitions • Reorganizations • Mergers, acquisitions, and spin-offs • Relocations (moves, closings) • Downsizings • Executive positioning (internal and external) • Special announcements | <ul style="list-style-type: none"> • Write the materials (emails, talking points, FAQs, PowerPoint presentations, discussion guides, tip sheets, etc).* • Work with visual presentation pros including graphic designers, web developers, and videographers, as needed.* | <ul style="list-style-type: none"> • Behavioral shifts • Heightened awareness • Greater overall engagement |
| Day-to-Day Communications | <ul style="list-style-type: none"> • Website/intranet • Presentations • Executive emails/memos • Newsletters • General announcements • Leadership biographies • Blogs • Video scripts | <ul style="list-style-type: none"> • Coordinate distribution of the materials with your team.* <p><i>*Primary activities for day-to-day communications.</i></p> | |

Cost

I bring “big firm” experience at “not-so-big” hourly rates because I price each communications engagement on a project basis (not by the hour), taking into consideration the overall project complexity, your existing internal resources, and budget parameters.

Approach

My style is strategic, smart, collaborative, accessible, and yes, even nice. I can see the big picture while also tending to details. I thrive on partnerships where ideas and opinions can be openly exchanged, challenged, and built upon in a trusting, secure environment. I like to genuinely learn about people and their businesses, jobs, and lives. I love a good laugh, so keeping things fun and “real” is a must.

Additional Offerings

- **Executive coaching** - A credentialed coach who partners with senior-level leaders to attain their career goals, navigate change, grow their relationships, and live up to their potential. Also offers team coaching.
- **Interim leadership** - A versatile, well-rounded communications leader who can step in to take the reins and keep things moving while you're searching for the right full-time hire.
- **Communications audit** - A top-to-bottom assessment of your current communications program, complete with best practices recommendations.
- **Brand development** - A complete start (or refresh) for your brand, including: target audience research, messaging, logos/naming, and brand launch.
- **Meeting facilitation** - Help with planning and leading your most critical group meetings.
- **Business planning** - A thought partner for developing, leading, and growing your business.

Still have more questions? Ready to take the next step?

I'm a coach and a communicator, so, naturally, I love to type and talk. Check out [my website](#) or reach out via call or email for a no-cost, no-pressure, exploratory chat.

About BrightWays



Amy Calvin, Principal

BrightWays is a consulting firm founded and headed by me, **Amy Calvin**. In my heart of hearts, I'm a business person who believes engaged, high-performing people are the key to an organization's success. As a credentialed coach with more than 20 years of integrated

communications, senior-level leadership, and blue-chip consulting experience, my clients have ranged from entrepreneurs to non-profit leaders to companies including AT&T, Baxter, Emerson, General Mills, Hasbro, Visa, and more.

Before launching BrightWays, I was SVP and Senior Partner at **FleishmanHillard**, one of the world's largest communications firms. Over the course of my career, I led the global headquarter office's largest practice group (Creative), headed up the agency's largest account (AT&T), and served as a member of the firm's senior management committee. Prior to FH, I worked at the global professional services firm **Willis Towers Watson** as a senior communications and change management consultant, and I served as director of communications for Edison Brothers Stores, a retail holding company.

I graduated magna cum laude from the University of Missouri with a bachelor's degree from the highly acclaimed School of Journalism. More recently, I completed the Certified Professional Coach program at University of Miami.

While spending most of my life in St. Louis, Missouri, I'm now a happily tanned resident of St. Petersburg, Florida, where I reside with my husband Dave, a talented custom furniture maker, and our two cats, Gracie and Emma. I believe in working hard and playing hard, with a special love for God, my girlfriends, beach hopping, Cabernet, Jimmy Buffett, and a good 5K race.

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“Bringing Out Your Best”