



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