

# Want to keep everyone in the loop?

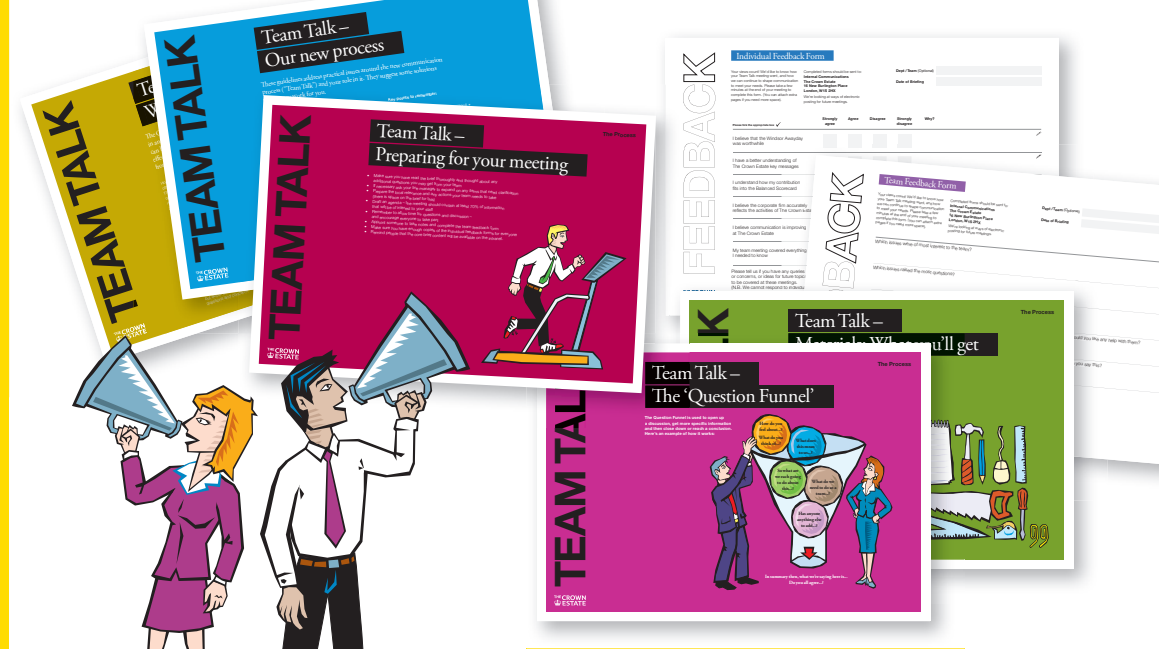
Creating a team briefing toolkit  
for The Crown Estate

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The Crown Estate's portfolio encompasses urban, rural and marine properties. With staff working from many locations across the UK, it is important that core messages are briefed to staff, and that staff can raise questions and issues that will be heard and responded to.



## Situation

The Crown Estate wanted to update its team briefing processes to make them more of a two-way discussion, rather than just a cascade of messages from top management. To introduce the new processes, we were asked to develop a concise, attractive and cost-effective briefing pack. The aim of the pack was to explain the briefing process to managers and give tips on how to encourage dialogue within their teams on the issues that matter most to team members.

## Solution

Using distinctive colours, direct copy and accessible imagery we designed a comprehensive 'Team Talk' pack that is relevant for all Crown Estate senior managers, regardless of their location or area of work. The practical pack is easy to use and helps managers keep in one place the core brief, HR brief and local briefs for their team meetings.

## Outcome

Team Talk has been successfully introduced within The Crown Estate, adding a further two-way communications process to its range of internal communications activities. This means core messages are communicated to all staff, and staff questions or issues of concern are acted on and responded to.