

Midas InSight™

The capacity to discern the true nature of a situation

INTERNAL COMMUNICATIONS MEASUREMENT: REACH, TAKE-OUT AND IMPACT

- To what extent are employees exposed to and have access to key company messages?
- Do employees remember these messages? Are they important to them?
- Do employees change their attitudes as a result of receiving the messages?
- How are employees receiving these messages?

Midas InSight™ is a modular measurement tool designed to deliver a truly responsive and accountability-centric employee measurement framework. Results are compared overtime providing a measurable understanding of the overall effectiveness of your organisations communications messages and touchpoints.

THE FIVE INTER-CONNECTING MODULES

1. Message insight Recall of campaigns and messages	ARE YOUR MESSAGES GETTING THROUGH AND HOW?
2. Channel insight Usage and effectiveness of channels	WHICH ARE THE MOST EFFECTIVE CHANNELS?
3. Cascade insight Efficiency of onward communication	HOW DO YOUR MANAGERS PASS ON MESSAGES?
4. Culture insight Balance of feelings aligned to VMV	THE OVERALL EFFECT OF COMMS ON VMV, CULTURE & MORALE?
5. Communicators insight Communicators process overview	WHAT ARE YOUR PROCESSES AND PRIORITIES?

WHY MIDAS?

Connecting your employees to your brand necessitates understanding the effectiveness of both key messages and channels. Midas has twenty years experience of providing inside/out branding solutions for leading international organisations and it is this perspective which has formed the basis for Midas InSight™ which is designed for Communicators to enable them to deliver actionable results.

Midas understands the importance of communicating well throughout an organisation and that consistent delivery of messages which encourage positive employee engagement.

Want to know how Midas InSight™ could work for your organisation? Call us and ask for a 'Fact Find' meeting.

Call **Andréa Thompson** on +44 (0)1494 787200 or email andrea@midas.uk.com to arrange a Fact Find or just to find out more.