



projections
connecting employers
& employees

VALUE PROPOSITION

*A Unifying Framework
for Diverse Communications*

A blurred background image showing construction workers in safety vests and hard hats. The image is out of focus, emphasizing the text overlay.

Finally, effective employee communication.

*Without all the icky politics,
corporate-speak, or general hoop-
jumping.*

Projections' Elements of Value

THE BASICS

At the TABLE STAKES level, Projections brings **legal** and **regulatory knowledge and compliance**. We uphold the highest **ethical standards** and respect the proprietary nature of our clients' work with us.

We have over 4 decades of experience meeting and **exceeding customer specifications** and do so at an **acceptable price**. Moreover, because we do it all in-house, our speed during crisis situations is unparalleled.

Our award-winning team has vast **knowledge** and is **highly skilled** at employee communications - we do one thing and we do it well.

FUNCTIONALLY, Projections saves clients hundreds of thousands of dollars annually with our ability to communicate highly specialized and technical knowledge to all employees. Projections' **economic value** is reflected in the return on our products - a small investment in

Projections' products can help companies avoid costs up to \$250,000 per union campaign, 1.5x salary per lost employee and \$3400 per every \$10,000 in salary paid to a disengaged employee. Studies show that engaged employees are more productive, improving the top line revenues of the organization. The **performance value** of Projections' resources is apparent in that all information is regularly maintained for quality and accuracy. Projections custom solutions are highly scalable to meet the needs of the largest (and smallest!) companies. Projections' team is incredibly innovative - just as no two clients are the same, no two solutions are the same.

FUNCTIONAL VALUE

EASE OF DOING BUSINESS

The EASE OF DOING BUSINESS with Projections can be described in 5 areas: productivity, access, relationship value, operational value, and strategic value.

PRODUCTIVITY Because Projections has over 4 decades of experience, there's no need to start from scratch. This translates into a **time savings** for every project, **reduced effort** for the client and **decreased hassles**. Communication and providing factual **information** in a **transparent** way brings clarity to difficult situations.

ACCESS Because our culture is deeply rooted in crisis communication, Projections understands the need for ease of **availability**, which is why we always say "The medium doesn't matter." The message is paramount, no matter if it's delivered via video, web, eLearning, podcast, social media or any other readily accessible channel. We are subject matter experts in a huge variety of industries and every solution is **configured** to meet the specific needs of your unique workforce, offering a **variety** of ways to connect, including additional languages.

RELATIONSHIP Projections **responsiveness** and **expertise** are unparalleled in the corporate communications space. Our **commitment** to our clients' objectives stands at the heart of every project. With **stability** any company can rely on, the Projections team makes sure that every communication resource reflects the company's unique **culture** and voice.

OPERATIONAL VALUE Projections' expertise means highly capable integration with existing systems and processes. With excellent **project management**, we **simplify** processes that would otherwise cause inefficiencies. With continuity of messaging across departments, and through various objectives, Projections **connects** your entire organization. Our approach includes the ability to simplify and communicate in a way that resonates and sticks. Projections provides a competitive edge, helping you recruit and retain the best and most productive talent.

STRATEGIC VALUE By improving relationships within your organization, your **risk** of third-party intervention is dramatically **reduced**. Flexible communication resources from Projections ensure strategic **reach** to all corners of your workforce, and the flexibility of communication **components** provides **quality** messaging at a strategic, rather than tactical, level.



INDIVIDUAL VALUE

For those we
work with,
Projections provides
INDIVIDUAL
VALUE to both
Personal and Career

goals. Career value in working with Projections is found in connecting with our **expanded network** of individuals and companies. By working with Projections, company representatives gain knowledge of connecting with their workforce, including harassment prevention, building better leaders, labor relations, authenticity, welcoming new hires, and a wide variety of additional knowledge that can improve **personal marketability**. Working with Projections also provides **reputational assurance**, as the Projections name is synonymous with companies and individuals that value their workforce. Personally, those that work with Projections enjoy the **peace of mind** that comes with knowing their communication projects will exceed all expectations. Working with Projections also provides individuals with **growth and development opportunities** through our training programs, online resources, and podcast. Also, our clients participate in our online communities for **fun**, connection, and ongoing learning.



Projections solves employee engagement challenges with custom-crafted communication resources.

Companies working to engage and inspire employees turn to the Projections Method to deliver long-lasting results.

With over 40 years of award-winning communications expertise, the Projections Method consistently places our clients as top employers.

The Projections Method:

1. Understand your audience
2. Clarify the objective
3. Apply unique and award-winning skills to craft the message
4. Align that message with corporate values
5. Produce powerful resources that achieve the stated goals

INSPIRATIONAL VALUE

Finally, INSPIRATIONAL VALUE is a large part of the Projections' promise. By providing exceptional communication resources throughout the organization, Projections supports your company's vision for the future. This inspiration comes in the **hope** of every organization to bring together that vision, their employees, and their objectives to impact the world in a positive way. When

employees are part of that realized vision, our clients feel their organizations' true impact through **social responsibility**, creating an environment where every employee is supported and valued.

Projections' communication resources propel your organization forward, inspiring greater productivity, increased engagement and higher profitability.

Get started!

877-448-9741

ProjectionsInc.com

projections
connecting employers
& employees