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SPAG launches Employee Engagement & Employer Branding Practice, EMPOWER

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Aims to help healthcare organizations harness the potential of their employees with a holistic internal communications approach



SPAG, an independent and integrated communications firm in Singapore, on 15 Oct 2020 announced the launch of its Employee Engagement & Employer Branding Practice. Named SPAG EMPOWER, the practice aims to help many organizations including the healthcare industry to harness the potential of their employees with a holistic internal communications approach, which according to a recent study by Gatehouse, is being adopted by only 50% of business organizations.

Riding on a streak of winning awards for their internal communication strategies, SPAG has been championing the cause of employee wellbeing and engagement through its various initiatives and campaigns in the region. With a talented team of researchers, data analysts, communication and behavioral science experts, the team is well poised to venture into this field of communication. The practice will be led by Vagmita Sharma in Southeast Asia region.

“We look at empowerment as a journey of which both the employer and employee is a crucial part. To be able to derive the right strategy and approach, it is critical to get a buy in from the employees at multiple levels and, understand not only the business objectives but also the nature of the workforce”, said Vagmita Sharma. Sharma brings in more than a decades’ experience of driving communications, public relations and employee engagement roadmaps for leading corporate houses.

Through EMPOWER, SPAG will help organizations at various stages of employee engagement to analyze their strategy and organizational objectives. This will be achieved through internal communication strategy audits, employee surveys and employee feedbacks, that will be further worked upon by research and behavioral science experts.

Talking about the purpose and intent of EMPOWER, Priyanka Bajpai, Regional Head, Southeast Asia quirks, “An honest and transparent communication conjugated with right channels make the communication approach real and credible. EMPOWER will embody our group motto ‘Be Real’ in providing employee & leadership communication counsel to its clients. We will work

with organizations to help develop and execute a well-developed and researched internal communication plan - one which will marry their intrinsic culture and environment seamlessly."

Quite evident though understated, right leadership tenets for managing direct & indirect teams can help in boosting employee morale and make them ambassadors of the organization. Speaking about the launch, Aman Gupta, Managing Partner and Co-founder, SPAG said "The times to come will be unique in more ways than one and the workplace challenges that tag along will be immense too. It's time that organizations invest in long-term, yet flexible strategies for their employees."

The launch comes as SPAG follows its expansion plans in Asia and has bagged 5 awards, including the PRCA SEA Award and SABRE Awards, for its work in the region. SPAG has also been awarded the Best Organization for Women Empowerment at the Exchange4Media Awards this year.

Link to website: https://www.spag.asia/internal-communication.php

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