

technology

Internal communications program designed to gain adoption for Autodesk Workplace Strategy initiative.



Autodesk

The Problem

Leading a broad-based initiative to redesign workspaces to encourage collaboration and attract new talent, the Autodesk Workplace Strategy (AWS) team required a communications framework to create awareness and gain adoption of the program among employees.

The Solution

Vaughan & Company developed a communications plan to keep employees informed as AWS pilot projects were initiated in various Autodesk locations across geographies. An intranet site with a distinct verbal and visual identity carried the core program messaging and served as a central communications hub.

Employees in pilot locations were kept informed about project details such as research studies, timelines, milestones and site meetings. Wiki postings encouraged engagement throughout the planning, construction, and move-in phases of each project. Post-occupancy surveys helped consistently improve workspaces with each new pilot.