



a  
week  
with

Lisa  
Wright

**L**isa Wright joined Carlsberg three months ago as Internal Communications Manager and is enjoying the challenges of managing communications for this diverse and hardworking audience. Here she describes her typical week.

**Monday** – We have just received first proofs of Cmag, our employee magazine. This is my first issue, so it's very exciting to finally see all the copy and pictures come together on the page. I go over to the agency to sit with the designer and journalist and discuss any changes, as, when I'm working on a new product, I always like to do things face to face.

**Tuesday** – Employee engagement

is central to what I do, and our Chief Executive Awards scheme is a key way of promoting this. The awards are about recognising achievement and effort – about people who have really made a difference to our business.

Our current round of awards has just been completed, with a fantastic ceremony and lunch, so this week I am talking with HR team members and senior management about what worked well and what we can do to raise the bar for next year! We are also building employee engagement through a new DVD, 'My Life at Carlsberg 2'. As the name suggests, this is the second DVD we've done on these lines, and we are currently filming a lot of our award winners, showing them in their workplace and how they contribute to our business. I think this type of communication really

helps pull things together for people and makes them feel part of the whole.

**Wednesday** – The day is spent catching up on lots of other issues, putting an announcement about an important new business win on the intranet, which involves chasing round everyone involved to ensure we get the full story and how it impacts all aspects of our business. I'm doing a bit of internal promotion for a staff raffle, creating a poster and drumming up support through the intranet. My writing skills get called into play to help with a competition submission. It's been a busy day!

**Thursday** – I will shortly be taking over as chief editor for our intranet, managing content and supporting our network of

authors, so I'm learning all I can about our content management system. I'm also focusing on encouraging greater intranet use – flagging up new stories, for instance, with emails to users.

**Friday** – We had our team conference for HR last week, and this produced a number of good ideas for us to follow up. The conference included a presentation by a member of our on-trade sales team about winning new business, which emphasised how everyone in the company can contribute to our sales effort by developing a better understanding of our customers. I'm hoping to put something together about this for our intranet, and we will keep the momentum going with a larger article in the next Cmag.