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Communivation ConsultingSM Launches U.S. Operations and Unveils Breakthrough Methodology to Boost Employee Productivity, Engagement and Results

-Engagement Focused CommunicationSM Revolutionizes Strategic Value of Communication

-Powerful Link Between Communication and Engagement Ignites Employee Action

New York, N.Y. – September 30, 2010 – Communivation ConsultingSM, an innovative provider of internal communication services, today announced the official launch of its U.S. operations. The firm offers strategy, planning, implementation, assessments and a host of other services designed to influence employee action and business results. Communivation supports organizations of all sizes, from start-ups to mature market-leaders.

“We’re excited to offer a full suite of innovative solutions that influence employee action, improve the impact of engagement programs and drive business results,” said R. Douglas Rozman, Founder and Managing Principal at Communivation Consulting. “We believe that a more holistic integration with engagement can exponentially improve the business impact of communication and turbo-charge engagement.”

Engagement Focused CommunicationSM is a series of intuitive models that help clients get better business results by optimizing communication drivers, creating alignment with employee preferences and influencing key motivational factors. It’s a flexible and scalable methodology that can support virtually any internal communication need.

Engagement programs, when structured and executed effectively, are proven to increase employee productivity, customer satisfaction and business performance. However, with engagement levels in the U.S. reported to be below 30%, its enormous potential is eluding most organizations. In fact, disengagement costs U.S. employers an estimated \$350 billion per year in lost productivity, according to the Human Capital Institute.

“Employee engagement is the holy grail of business performance, but conventional methods aren’t working,” continued Rozman. “By fully integrating engagement with the communication program, strategy, tactics, content, delivery and measurement can be shaped by an engagement lens to more directly influence employee productivity.”

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Towers Watson reports that effective communication is “a driver” of employee engagement and companies that communicate effectively are 4.5 times more likely to report high levels of engagement. Communivation extensively analyzed industry data and specific business cases, concluding that communication is “the driver” of employee engagement.

“When communication is appropriately targeted and customized according to employee preferences and intrinsic motivators, it activates and strengthens engagement,” Rozman noted. “Communication brings engagement to life for employees, leading to focused action and improved performance.”

Communivation delivers high-impact, results-oriented services to clients covering a wide-range of needs. The firm has deep expertise in change and culture initiatives, crisis communication, mergers, acquisitions and divestitures, sales effectiveness, human resources and benefits, leader and manager programs, social media, strategic planning and measurement. Its “Opportunity Assessment” provides a 360 degree analysis of an organization’s communication program, delivering valuable insights, actionable data and practical, turn-key recommendations.

Rozman is a former Fortune 500 chief communication officer and 18-year corporate communications executive with leading brands such as CIT, TD Waterhouse, MasterCard Worldwide, DaimlerChrysler, Mercedes-Benz and Pitney Bowes. He’s an internal communication expert and leading thinker on motivating employee action, engagement and business results through organizational communication. He’s led corporate culture transformations, integration programs in large-scale mergers, global organizations through high-profile crises and up-leveled numerous communication functions to increase their effectiveness in furthering business objectives.

Headquartered in New York City, Communivation boasts a top-notch team of employee communication professionals with diverse industry expertise, communication specialties and hands-on experience inside organizations of all sizes. The firm is committed to providing exceptional client service and facilitating collaborative, long-term client relationships.

About Communivation:

Communivation Consulting is an innovative provider of internal communication services that influence the actions of employees and leaders to drive productivity, engagement and business performance. Engagement Focused CommunicationSM, the firm’s breakthrough methodology, uses communication to move internal audiences from “thinking” and “understanding” to taking “focused-action” connected to business success. The firm’s services are uniquely relevant to organizations of all sizes, from start-ups to mature market-leaders with virtually any internal communication need. Based in New York City, Communivation services clients in major U.S. markets. To learn more, visit www.communivation.co.

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