

**Need a script for an executive... or even just a puppet?
Conceptual**eyes** makes sure no one comes across as a dummy.**



Arthur Andersen

Meeting Announcement Video — *Practice Communities*

Situation:	Objective:	Strategy:	Results:
<p>Arthur Andersen’s Metro NY Offices — covering the Northeast U.S., Bermuda and the Cayman Islands territories — needed to increase employees’ understanding of issues that affected them, the company and their clients, and to increase job satisfaction and reduce turnover.</p>	<p>Introduce a new program — Practice Communities — at the same time across all offices and the five main practices, showing senior management’s direction and each practice’s managing partner’s support for the initiative. Reduce managing partners’ travel-related meeting expenses and reduce the interval of announcements between offices and practices.</p>	<p>Create a format for a video that would allow employees across all practices to see this as an across-the-board initiative, supported and put into action by each practice. Use a tool — a news format with a sharp-witted puppet as anchor — that allows the partners to speak their piece and, at the same time, have an “objective” party ask the type of questions employees really had on their minds. And, above all, show both the personal and professional benefits of the initiative and that you can be serious and have fun, too.</p>	<p>Meeting travel expenses were reduced by over 50%. Six months after the introduction of Practice Communities, turnover was down almost 10% and employee satisfaction with their jobs and the firm was up.</p>