

Communications Strategy: Channels and Content Creation

Transforming Communication Channels

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Agenda

- 1 Welcome to the Matrix Organization
- 2 Modernizing Communication Methods
- 3 Shift Towards Collaborative and Inclusive IC
- 4 The Future of Communication Channels



1 Welcome to the Matrix Organization



Matrix Organization

is a complex structure where teams report to multiple leaders.

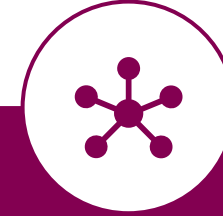
The matrix organization presents opportunities for **cross-functional collaboration** as employees from different departments and teams can work together to achieve common goals and objectives. This can lead to increased innovation and productivity.



AstraZeneca is...



A global, science-led, patient-focused biopharmaceutical company. We are dedicated to transforming the future of healthcare by unlocking the power of what science can do for people, society and the planet.



Focused on Oncology, BioPharmaceuticals, including Cardiovascular, Renal & Metabolism, Respiratory & Immunology, and Rare Disease.



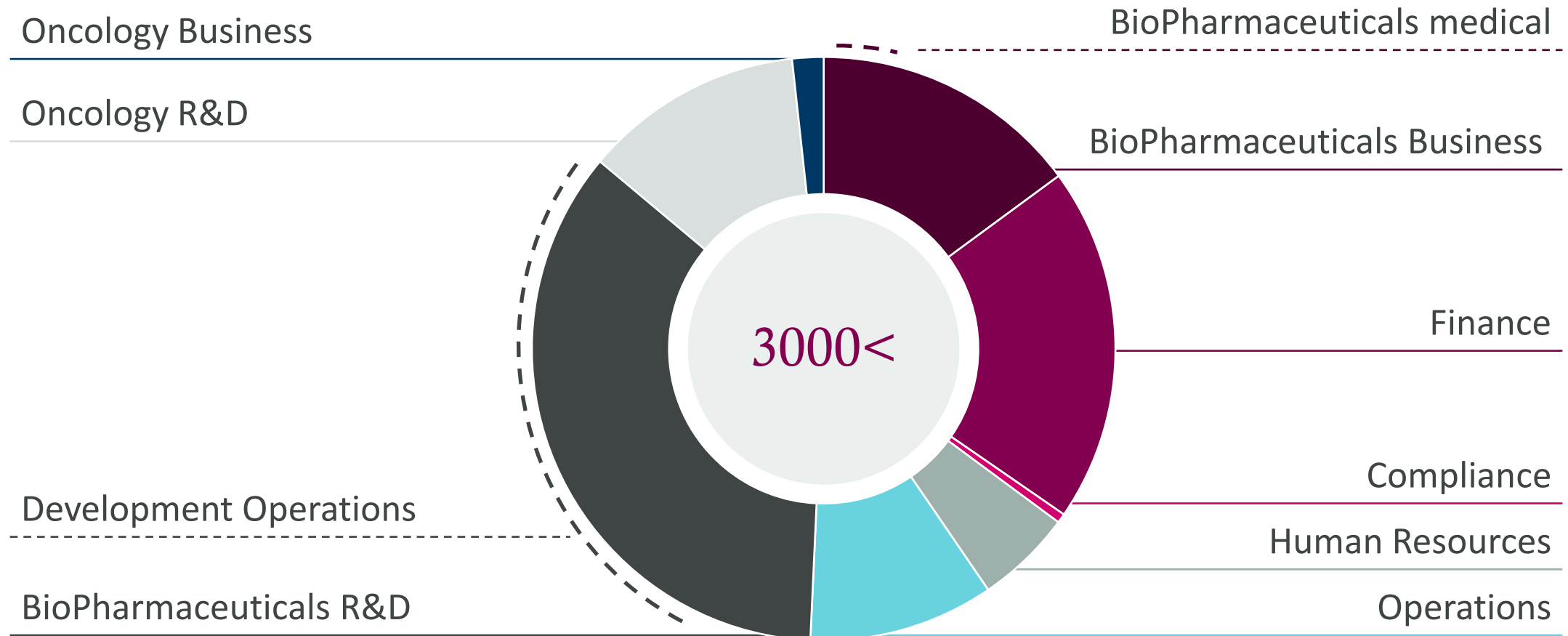
Employer to more than 100,000 people worldwide and our medicines are available for patients in more than 125 countries.



A matrix organization.

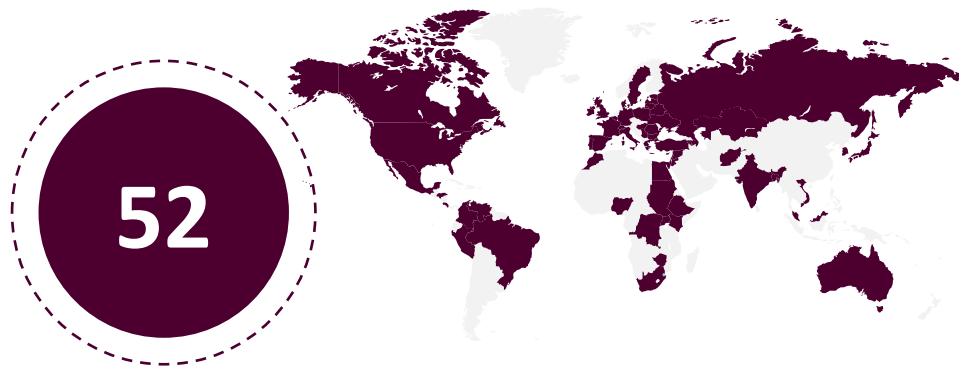


AstraZeneca is a matrix organization

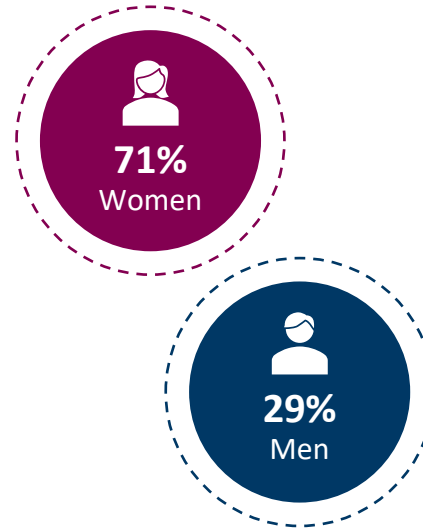


AstraZeneca Pharma Poland is a matrix, diverse, and inclusive organization

Nationalities

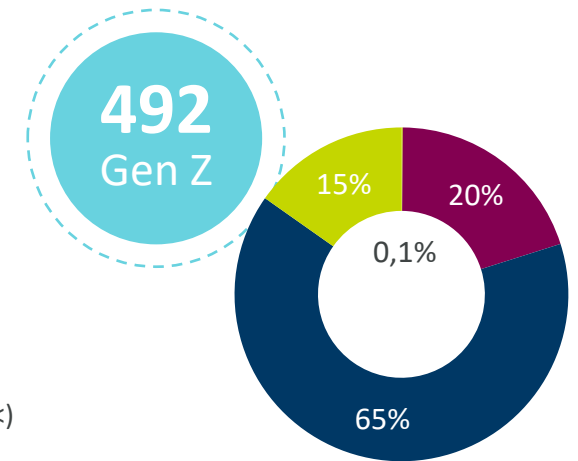


Genders



Generations

- Gen Z (>27)
- Gen Y (27-41)
- Gen X (41-62)
- Baby Boomers (62<)



Effective internal communication is crucial for success in a matrix organization. It ensures that **everyone is on the same page**, promotes **transparency**, and fosters **collaboration**.





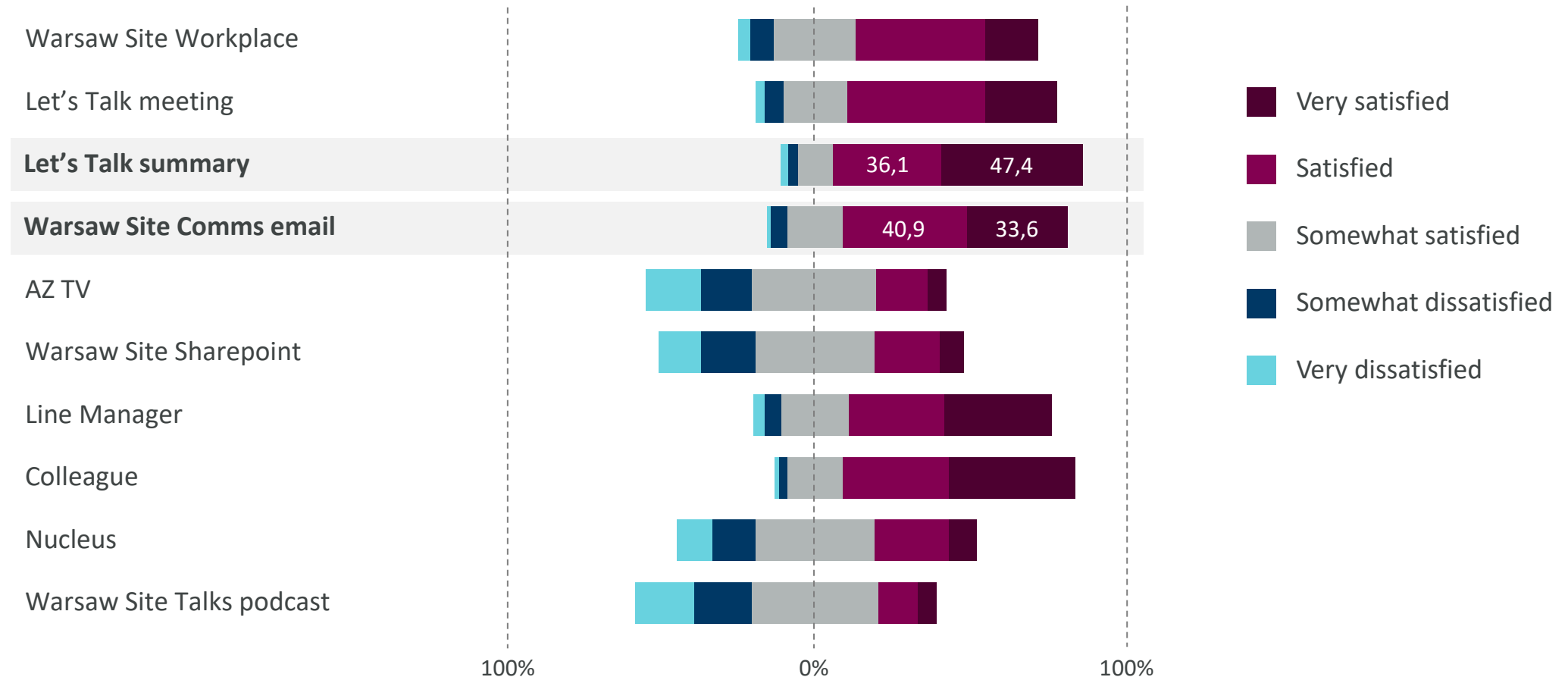
2 Modernizing Communication Methods

Adopting The Right Digital IC Tools



We listen to the stakeholders and act on our promises

Rate level of satisfaction with each communication tool that you use



3 Shift Towards Collaborative and Inclusive Internal Communication



Encouraging Teamwork and Collaboration

Purpose and Values



Establishing clear goals and objectives for a project or task is essential for encouraging teamwork and collaboration. Clear goals can help team members understand what they need to do to contribute to the project's success.

Promote Transparency



Promoting transparency in communication and decision-making can help build trust among team members and encourage collaboration. By being transparent about goals, progress, and challenges, team members can work together to find solutions and achieve success.

Celebrate Successes

CatAlyZe

Celebrating successes and recognizing individual and team contributions can help build morale and foster a culture of collaboration. By celebrating successes, team members feel appreciated, motivated, and more engaged in the project.



Warsaw Site Tools & Channels for Collaborative IC



Functional meetings

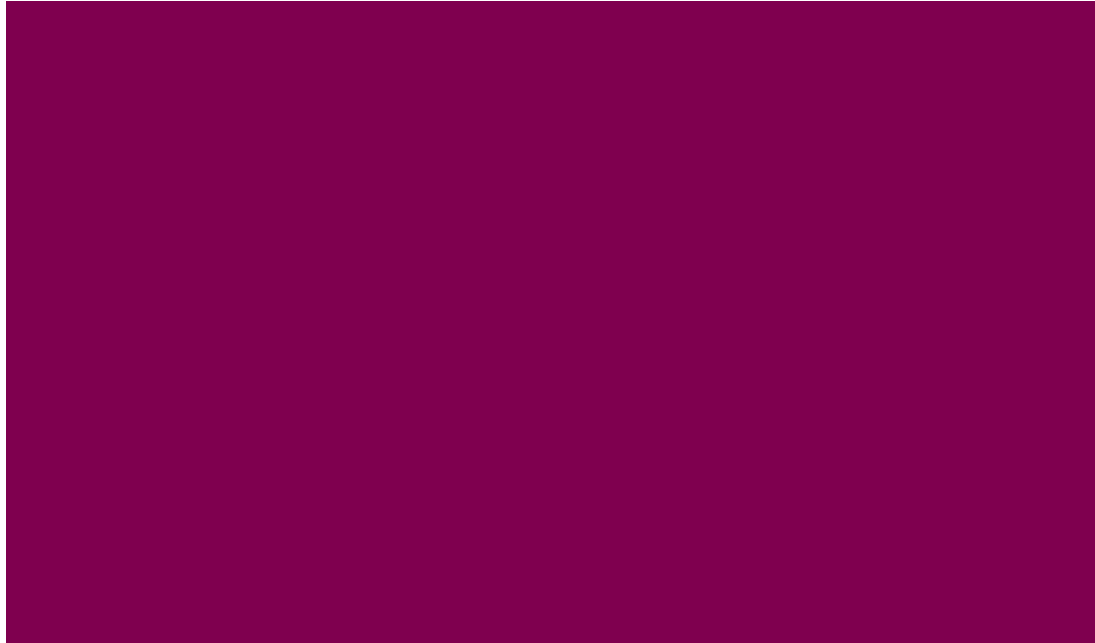
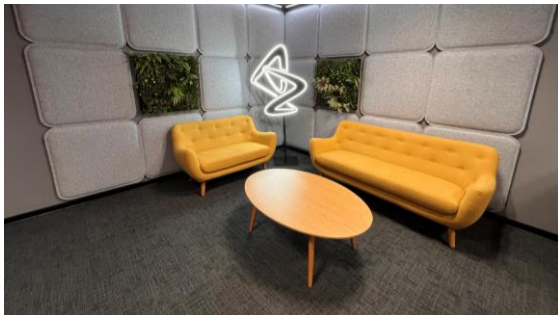


Townhalls

Special events



Warsaw Site Content Creation



studio²



Navigating
The Future
With AZ Leaders



I&D Content



Awareness Days ■■■

Inclusion and Diversity Expo
ERG POWER

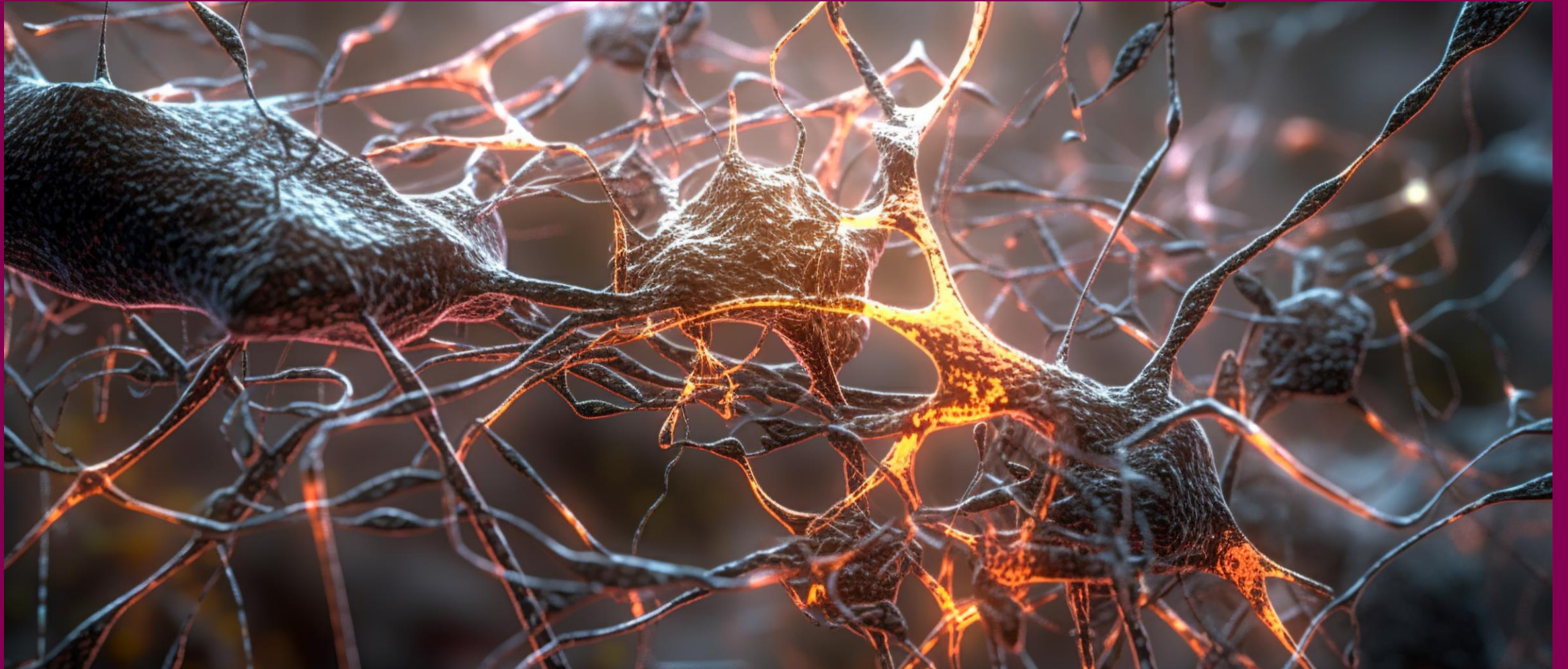
india CORNER
We Are One
AstraZeneca ERG

AFRICA 20
CORNER 24
WE ARE ONE ERG

Unknown Heroes



It's a story, stupid!





4 The Future of Communication Channels

Emerging Technologies in Internal Communication



Emerging Technologies

Artificial intelligence has the potential to revolutionize internal communication by automating routine tasks and improving the accuracy and efficiency of communication and collaboration.

Virtual reality can transform internal communication by creating immersive and engaging experiences that increase collaboration and improve training and development.



Social and Cultural Shifts

Social and cultural shifts have a major impact on communication trends. Understanding these shifts can help businesses connect better with their audiences and stay ahead of the curve.



Changing Business Needs

Changing business needs require businesses to adapt and evolve their communication strategies. Staying on top of these changes can help businesses stay relevant and competitive.



Conclusion

Importance of Effective Communication

Effective communication is essential for the success of any organization. It ensures that every member of the organization is on the same page, and everyone is aware of what is expected of them.

Key Elements of Strong Communications Strategy

A strong communications strategy includes clear goals and objectives, consistent messaging, targeted audience, and feedback mechanisms.

Staying Ahead of Emerging Trends

Staying ahead of emerging trends such as social media and digital communication is essential for effective communication in today's fast-paced environment.



P.S.

From the dawn of humankind, the most powerful communication tool has been the story told to man by man. It is so now and will remain so for the foreseeable future.



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