



WARNER BROS.
DISCOVERY

Hybrid, Remote & *Hard-To-Reach*

STORIES ARE VERY POWERFUL IN IC

People remember a well-told story more easily than a series of numbers or isolated facts.

When the story is relevant, emotional, and connected to the organization's values, it stays in the minds of those who hear it.

Not only do they remember it, but they also **share it with others.**

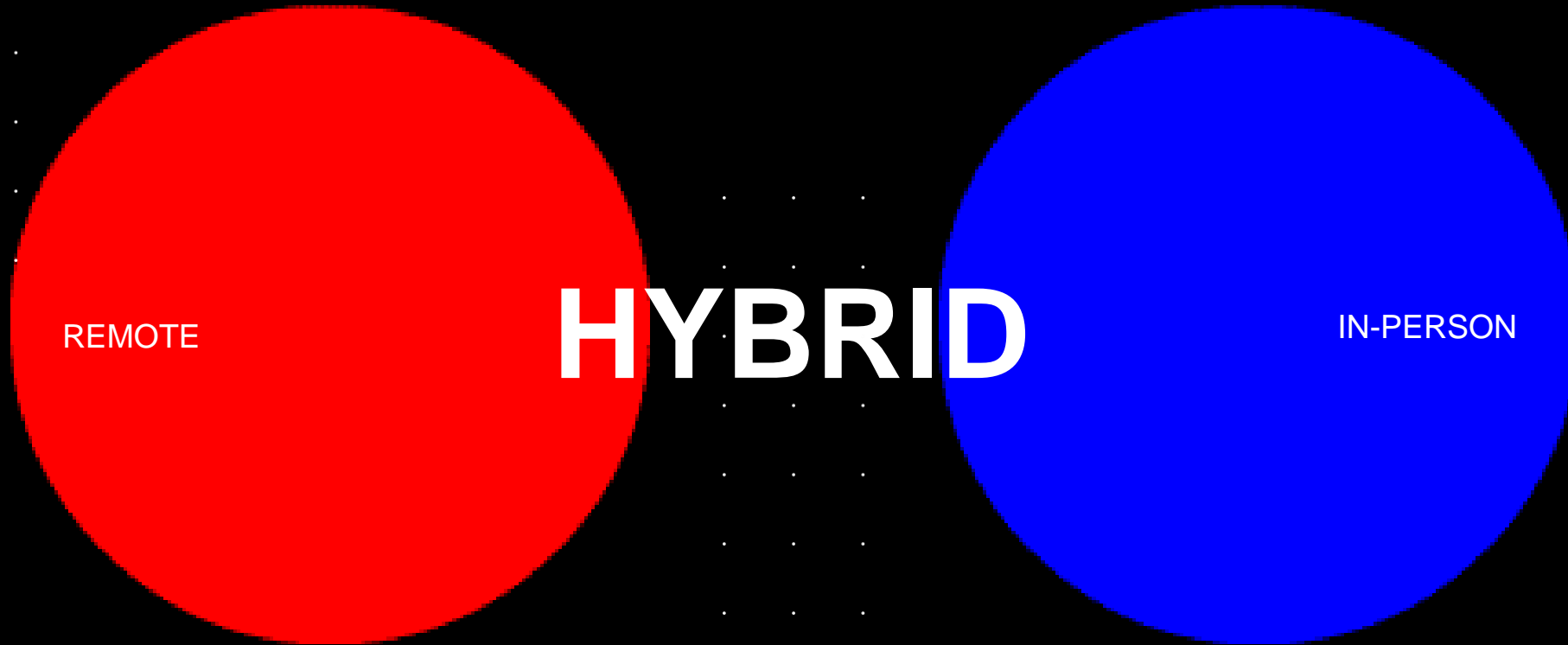
J

Cool Story Bro

TELL ME A STORY.

+ In recent years, the concept of
remote work has transformed from a niche benefit into a
global movement,
reshaping the landscape of labor and lifestyle.





The hybrid work model combines **remote** and **in-person** staff.
Some or all having the flexibility to choose **where and**
when to work.

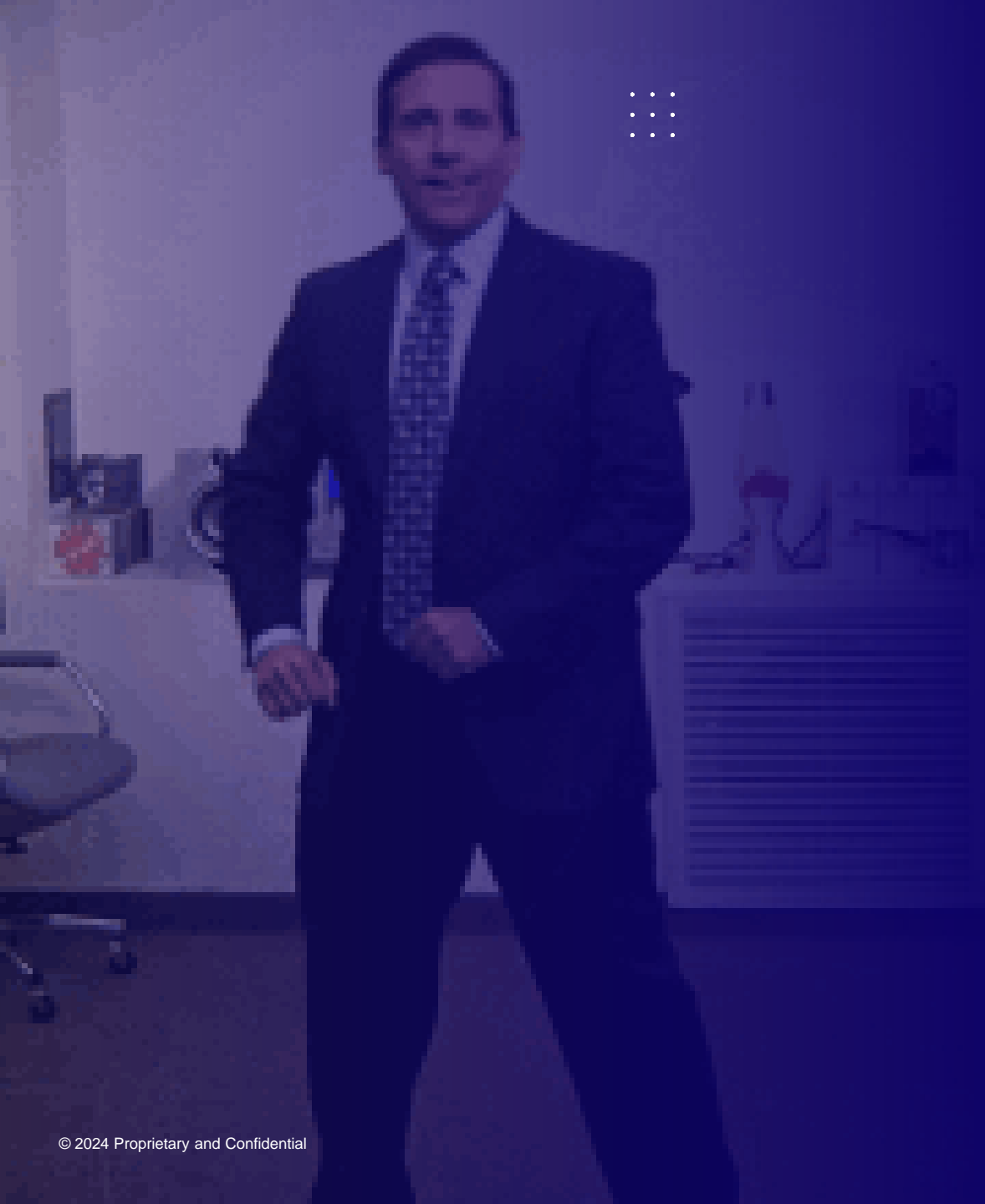


The hybrid work model **is not temporary**, nor a quick fix, but **the future of work and agile, resilient workplaces.**

According to Forbes, remote and hybrid working increased from **4.7%** of employees pre-pandemic to **40%** of employees in 2024.

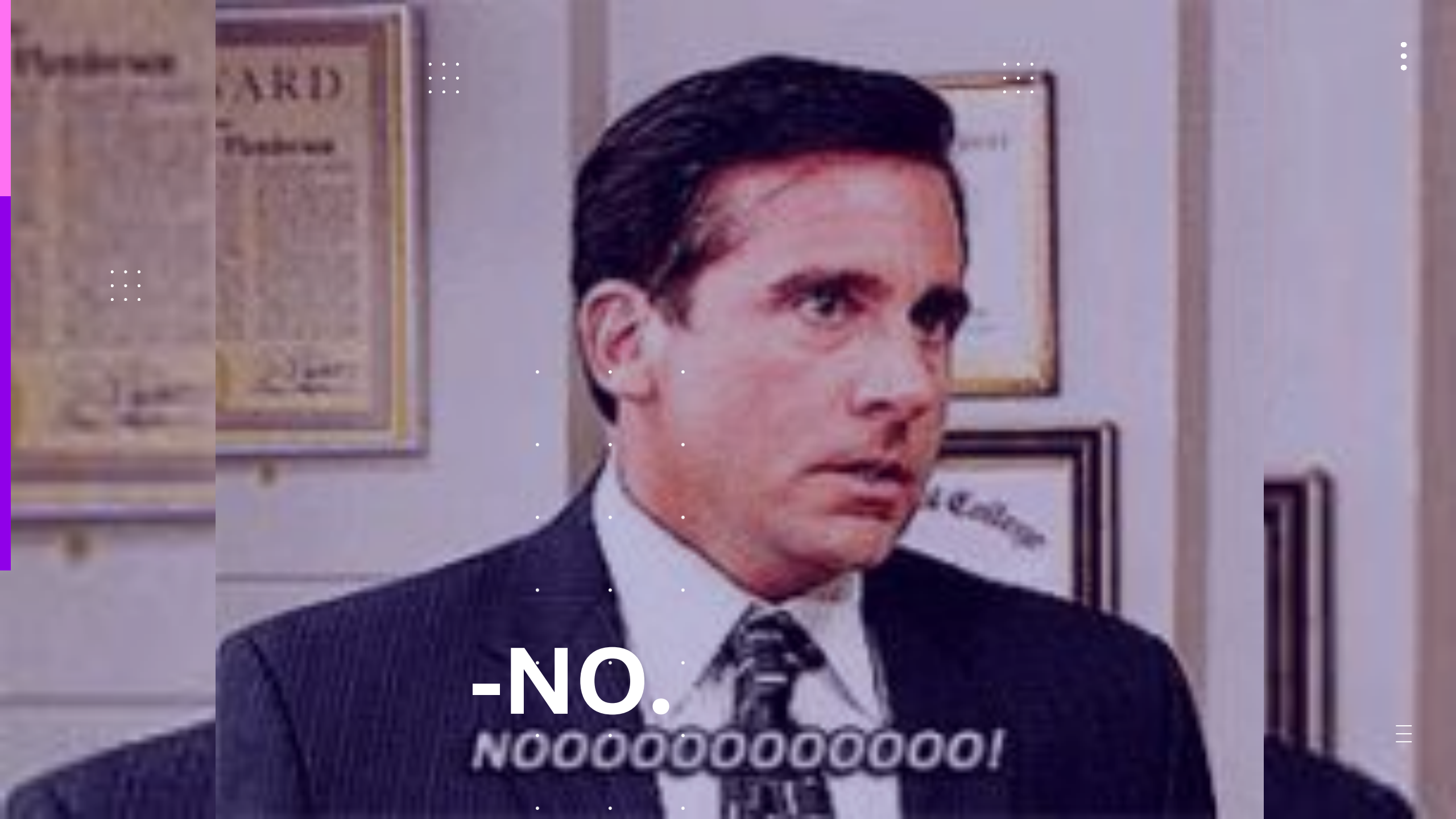
+ HYBRID WORK ALLOWS YOU TO...

1. Reduced overhead costs
2. Better employee experience and work-life balance
3. Higher employee productivity
4. Flexibility and independence
5. Mental health
6. Talent without borders



So what?

Is everything
happiness
in *hybrid* work?



-NO.

Noooooooooooooooooooo!



**But it can be.
thanks to us!**

**EXPERTS
IN
INTERNAL
COMMUNICATION**

+ **A NEWSLETTER**



IS NOT INTERNAL COMMUNICATIONS



A **primary disadvantage** of hybrid work is the weakened organizational culture, limited sense of belonging, and **fewer connections both between teams and between leaders and their teams.**

THIS DEMANDS A **RETHINKING OF INTERNAL COMMUNICATION.**



**B
Y
E**

V U C A



Volatility



Uncertainty



Complexity



Ambiguity

**H
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L
L
O**

B A N I



Brittle



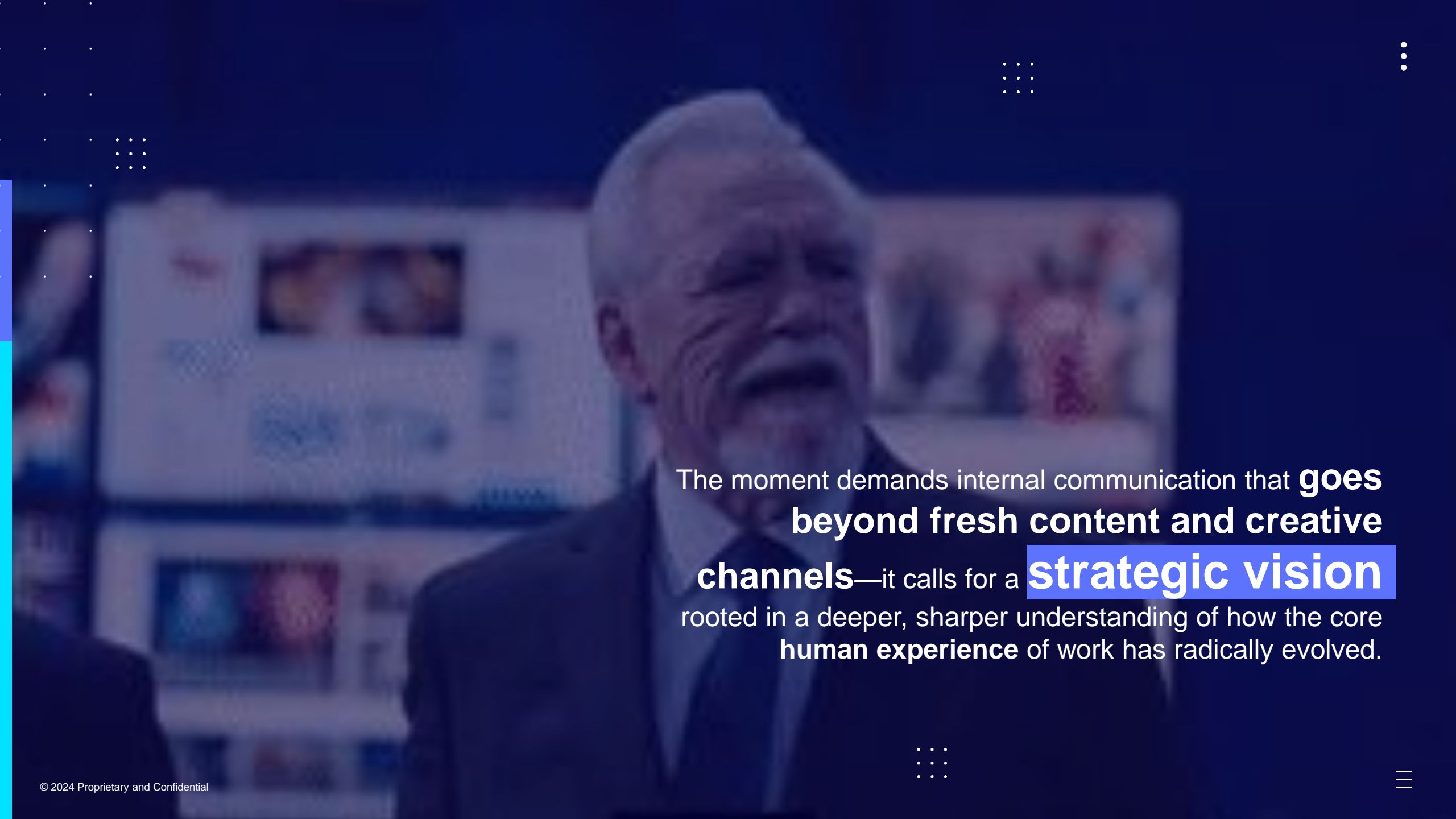
Anxious



Nonlinear



Incomprehensible



The moment demands internal communication that **goes beyond fresh content and creative channels**—it calls for a **strategic vision** rooted in a deeper, sharper understanding of how the core **human experience** of work has radically evolved.

+

WHAT ARE THE KEY FACTORS FOR IC IN HYBRID ENVIRONMENTS?





Combine *asynchronous* and *synchronous* communication methods

One of the major challenges in managing internal communication in a hybrid environment **is achieving smooth collaboration** among employees despite time zone differences and physical distance.



“Our internal comms are fine, we use Slack.”

+ ASYNCHRONOUS

Emails and instant messaging **do not require participants to be available at the same time.** These asynchronous tools are perfect for sharing data and formal messages.

+ SYNCHRONOUS

Require real-time presence and facilitate quick, **direct interaction.** This makes them ideal for conflict resolution, clarifying ideas, and requesting urgent information.

SLACK CHANNELS
SLACK CHANNELS
EVERYWHERE















ASYNCHRONOUS

Emails and instant messaging **do not require participants to be available at the same time.** These asynchronous tools are perfect for sharing data and formal messages.



here are 5 reasons to use a virtual office

 Slack	 Google Workspace	 Microsoft Teams
 Trello	 Kumospace	 Asana
 Notion	 Tandem	 Project management soft...
 Zoom	 Teamflow	 Spatial



Promote the employee experience

This experience **is crucial** in a scenario where work teams are not always connected in the same physical space, or even in a physical space at all, which **can result in a decline in socialization, engagement, and consequently, a decrease in both productivity and efficiency.**



Humanize *your* *communications*

IC is not just about transmitting information;

it's about creating a connection.

Add a touch of humanity to your messages to maintain a sense of belonging among **both remote and in-office team members.**





*Focus on employee **recognition.***

With fewer people physically present, **it becomes crucial to focus on recognizing employees**, which involves creating processes for this purpose.

However, it is not just about recognition from executives or middle management; **it also includes peer-to-peer recognition, a public** acknowledgment from colleagues. This undoubtedly represents a significant challenge in hybrid environments.

A woman in a pink top is looking at her phone. In the background, another woman in a dark top is looking towards the camera. The scene is dimly lit, suggesting an indoor social event.

Prioritize *mobile* communications

Generation Z and Millennials make up **just over a third of the current workforce.** They are fully familiar with technology and largely rely on their mobile devices for work.

If IC aims to reach these audiences and **engage** them both cognitively and emotionally, it must incorporate mobile technology solutions that align with their preferences and habits.

In a *hybrid* environment;

we must **innovate** our internal communication, not just by using technology, but by **telling stories that inspire and emotionally connect.**

This is the only way to keep our employees engaged, motivated, and united, no matter where they are.



THANK YOU!

