



## Case Study | Housing Nova Scotia

### **The Challenge**

Housing NS had embarked on a new direction as a separate entity from the provincial government to provide housing solutions to Nova Scotians. The creation of this agency fostered an opportunity to start fresh with not only new branding, but also a closer look at the communications model for the organization.

The Well's Robyn and Jennifer were contacted to create a corporate communications strategy that would help propel Housing NS towards its vision.

### **The Strategy**

An overarching communications strategy was developed from research conducted using digital insights for external stakeholders and interviews with internal stakeholders representing a cross diagonal slice of the organization. The strategy focused on three areas; external communications, internal communications, and organizational communications.

Among the many tenets of the strategy were:

- Increased employee awareness & engagement. Develop an employee communication role to create an employee communication plan, develop processes for two-way information sharing and build relationships with internal stakeholders. In addition, internal corporate initiatives as well as project based news are to be shared in a timely and consistent manner.
- Improve online interactions with stakeholders. By improving the functionality and usability of the website, the online channel can be more effectively used to find information and as a application tool for clients.
- Build and encourage a collaborative and open culture. With the new entity, the organization has the opportunity to change not only its branding, but how it feels both for the external stakeholders interacting with the organization, but also how the employees and contractors experience their workplace.
- Mapping the client experience journey. By closely examining the current client interaction and gathering insights, the HNS team can determine where the pain points are for the clients and redesign their experience.