

Digital Workplace Experience Virtual Conference

# Transforming a workforce, fulfilling a purpose

Learn how Grainger is taking a human approach to transforming internal comms and achieving their purpose



# Hello!



**Brodie Bertrand**

Vice President, Communications &  
Public Affairs at Grainger



**Rey Bouknight**

Strategy Director,  
Firstup

**GRAINGER®**  
|||||



Our Purpose:

*We Keep The World*  
**Working®**

**4.5M** active customers

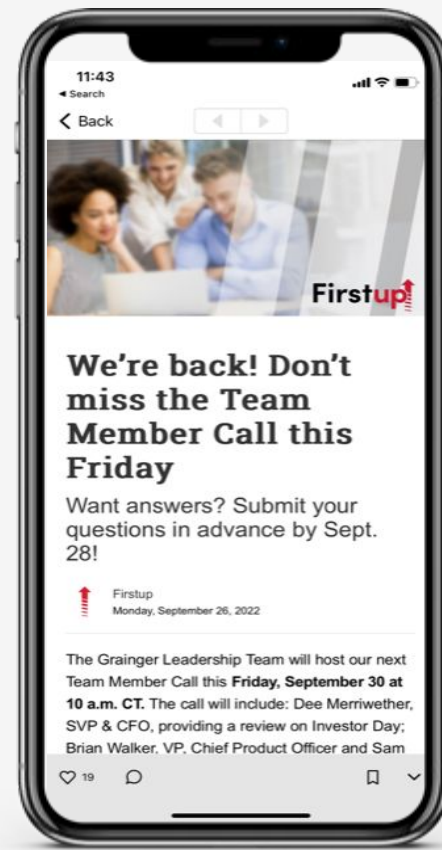
**24k** employees

**300+** branches

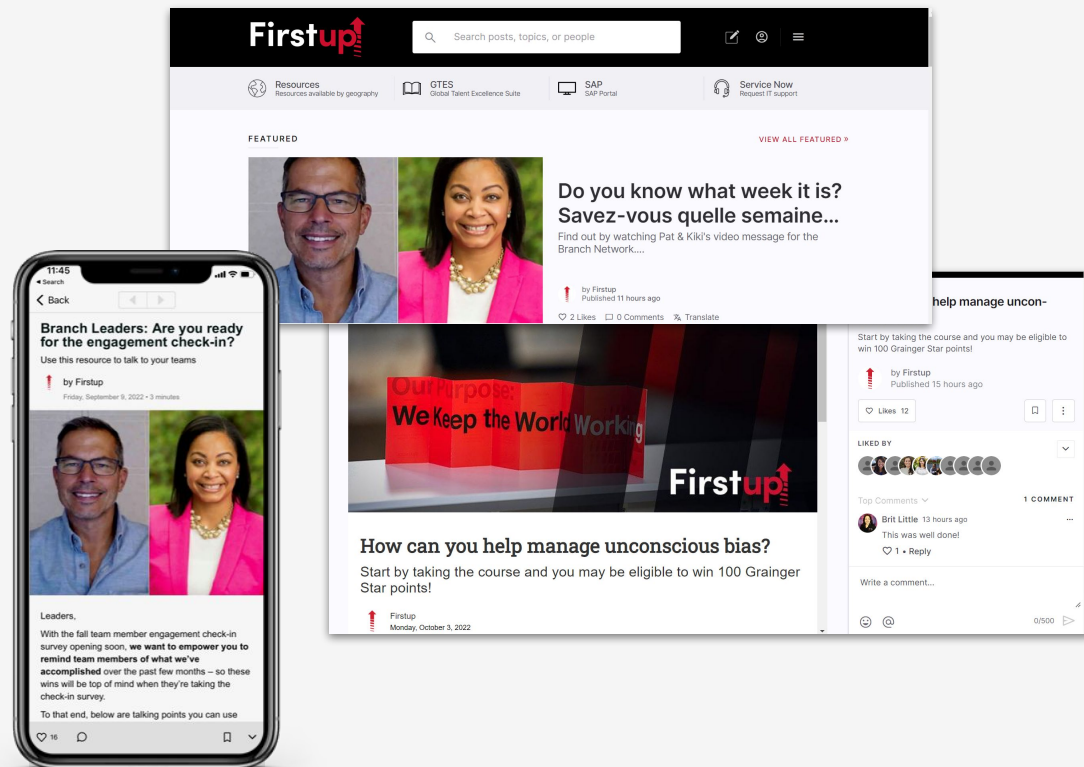
# Getting buy-in

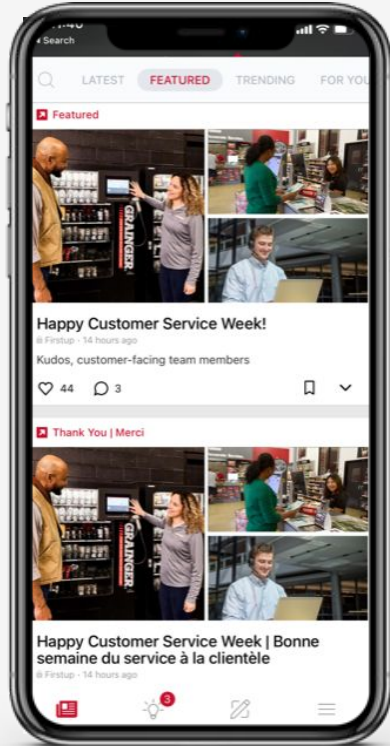
- What needed solving
  - Reaching deskless workers
  - Multilingual experience
  - Segmentation
  - Data and insights
- Leadership is on board
  - 97% of leaders registered
  - Not just about comms...it's a business tool

Going mobile  
was key



# Omni-channel publishing was a bonus





## Results

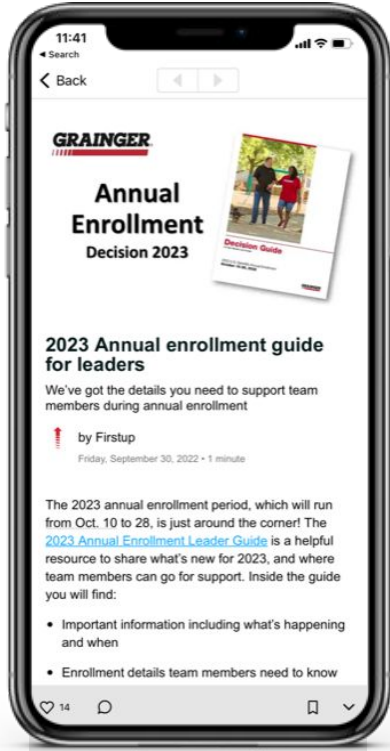
- **70%** registered
- **25%** have the app
- **15%** engagement rate
- **8.7** avg clicks per viewer





## Roll-out

- Governance
- Topic managers
- In-person trainings



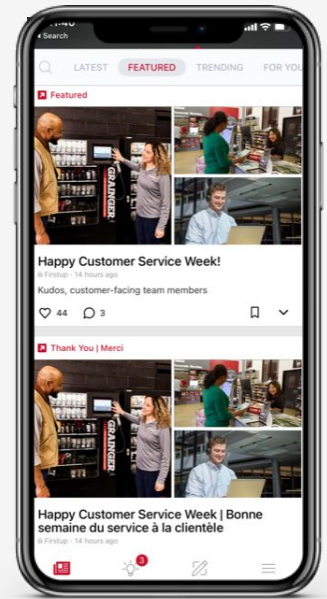
## Data tells the story

- Data and metrics are essential to adoption and boosting corporate alignment
- Direct correlation in the field
- Strategy conversations are happening between leaders and employees
- Data we just didn't have before!



## Culture and inclusivity

- Language tool
- Speak directly to workforce



# Thank You

**Brodie Bertrand**

Vice President, Communications &  
Public Affairs at Grainger

**Rey Bouknight**

Strategy Director,  
Firstup

Q&A

♦ attune'22

# THE SCIENCE OF ENGAGEMENT



OCT 18-20 | PALMER HOUSE, CHICAGO | LIVE & ON-DEMAND

Register Now!  
[attune-summit.com](https://attune-summit.com)



## Customers speaking

jetBlue

Wegmans

 TOYOTA

amazon

 IQVIA™

 Nebraska  
Medicine

BIG  
LOTS!

 Atrium Health

 Boston  
Children's  
Hospital

Edward Jones  
MAKING SENSE OF INVESTING



Hilton

OFFICIAL SPORTSWEAR OF THE NFL  
DICK'S  
SPORTING GOODS

spire 

 Mercer

3M

MillerKnoll

  
THE OHIO STATE  
UNIVERSITY  
WEXNER MEDICAL CENTER



MSCI 

 Lincoln  
Financial Group®

 Southern Company Gas

Whirlpool  
CORPORATION

 attune'22

# Workshop Leaders



## Audacity

Jason Anthoine



## Firstup

Rey Bouknight,  
Brittany Barhite,  
Kyla Shea



## Local Wisdom

Pinaki Kathiari  
Julia Aronov



## Crescenzo Communications

Cindy & Steve Crescenzo



## ICology

Kristin Hancock



♦ attune'22

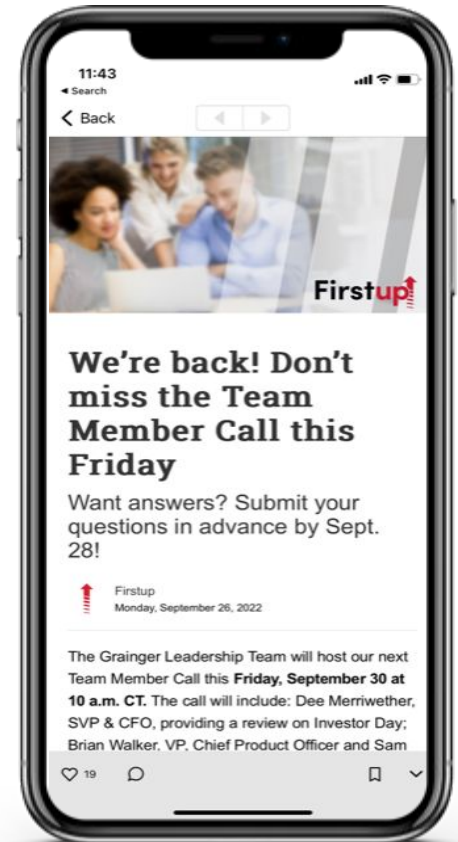
# THE SCIENCE OF ENGAGEMENT

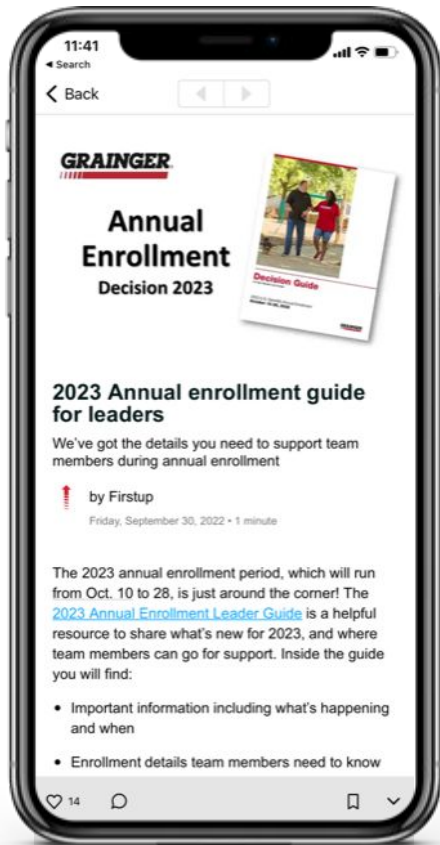


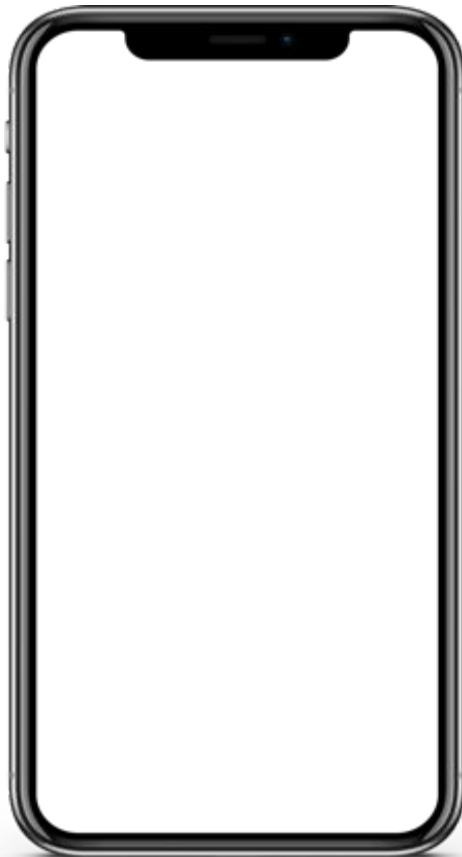
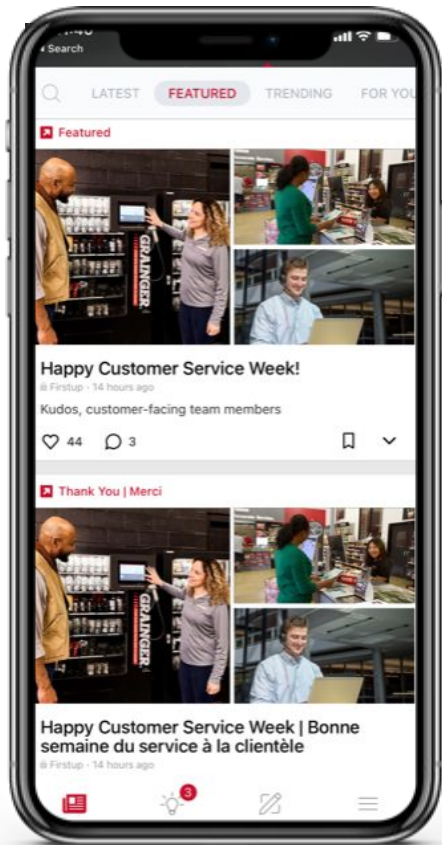
OCT 18-20 | PALMER HOUSE, CHICAGO | LIVE & ON-DEMAND

Register Now!  
[attune-summit.com](https://attune-summit.com)









# Use case

*Need more details here...*

- *2x more in morning*
- *By using the data to determine time, had better results*