

DWX: Exploring Endless Possibilities

Modernizing for a unique workforce

Meeting them where they are—
no matter how high you have to climb



Hello!



Helen Thompson
Manager, DaveyConnect,
Corporate Communications
Davey Tree



Becky Graebe
Senior Director,
Communication Strategy
Firstup



WHO THEY ARE

- Founded in 1880
- Eighth-largest employee-owned company in the nation

CHALLENGES

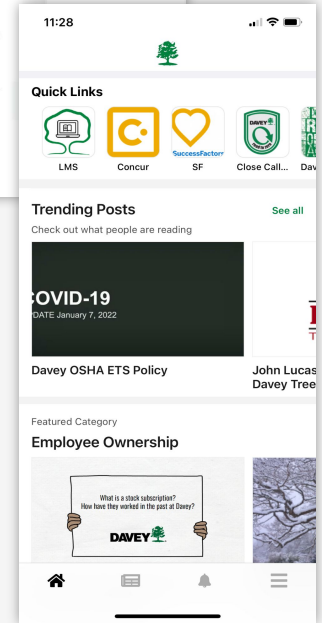
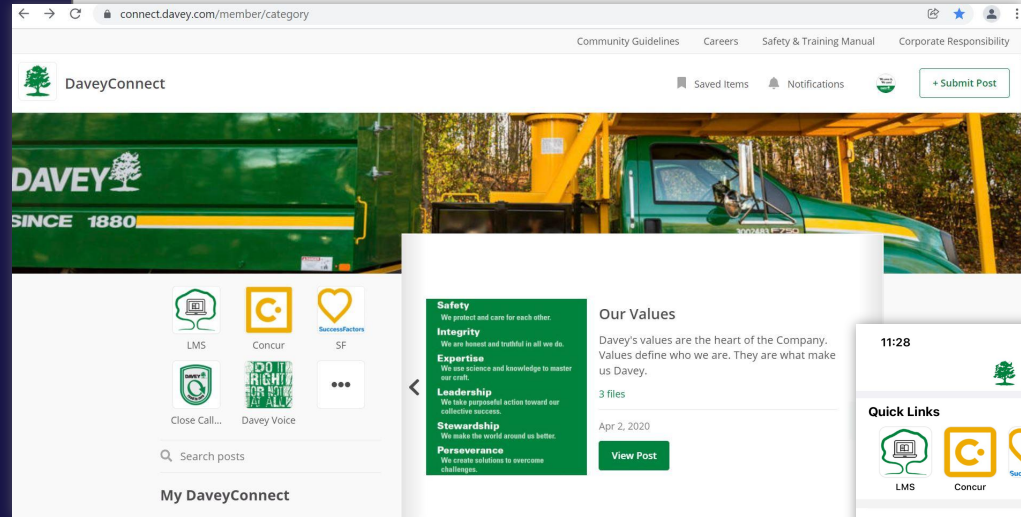
- Needed to reach all employees in real-time
- Wanted to engage employees with critical information
- Less than half have access to Davey email and intranet

Ability to reach all
employees in real-time
was imperative



DaveyConnect

- App-based employee communications platform
- First time connecting the workforce through a digital platform



Desktop & mobile versions
in order to give real-time updates
and two-way communication

BENEFITS

- App-based employee communications platform
- First time connecting the workforce through a digital platform



Davey Tree Townhall December 2021

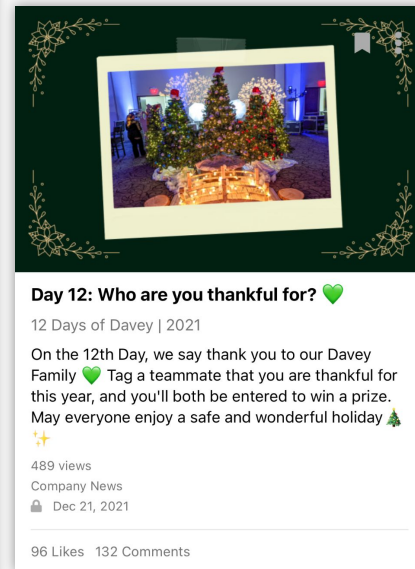
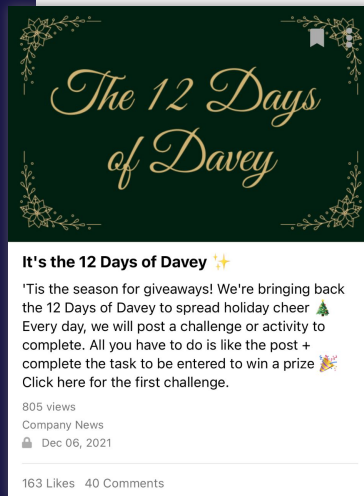
Davey Chairman, President and CEO Pat Covey updates employees on the latest developments regarding COVID-19 and company news and information.

Company News, COVID-19

🔒 Dec 17, 2021

15 Likes 1 Comment

Employee-generated Content



EMPLOYEE OWNERSHIP MONTH

October is Employee Ownership Month! 📣👏

We're celebrating employee ownership on DaveyConnect all month long! Stay tuned throughout October for tons of useful and interesting information about employee ownership at Davey, fun opportunities + more. Raise your hand in the comments if you're a proud employee-owner!

Employee Ownership

🔒 Oct 5, 2021, 173 views

64 Likes 31 Comments

2:08

Above and Beyond

View categories ▾



Above & Beyond

October/November Spotlight

Hooray and thank you to these Davey employees who were recognized last month for going ABOVE & BEYOND! ✨ Click to see the nominees, and comment with a celebratory emoji to cheer them on!

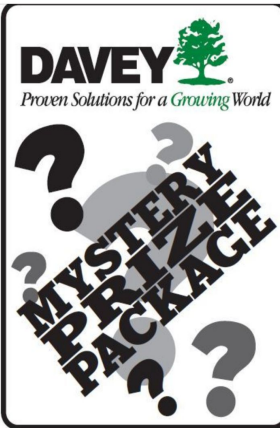


802 views

Above and Beyond, Canada

🔒 Dec 01, 2021

2:07



November Mystery Prize Winners! ✨🎁👑

It's the last day of November, and 10 mystery prize winners have been chosen! 🎉 The fun restarts tomorrow for the month of December- who will win next?? Happy connecting! 😊

November Winners:

James Murphy

Jeremy Rivard

102 Likes 32 Comments

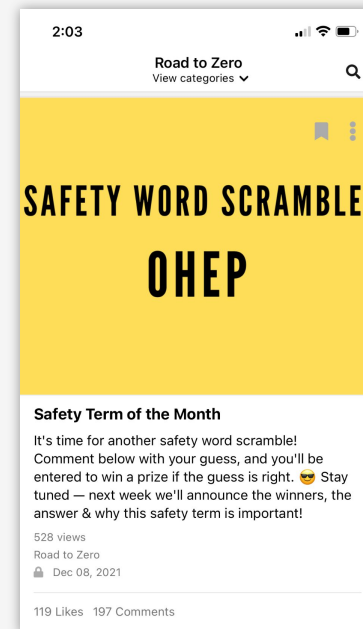
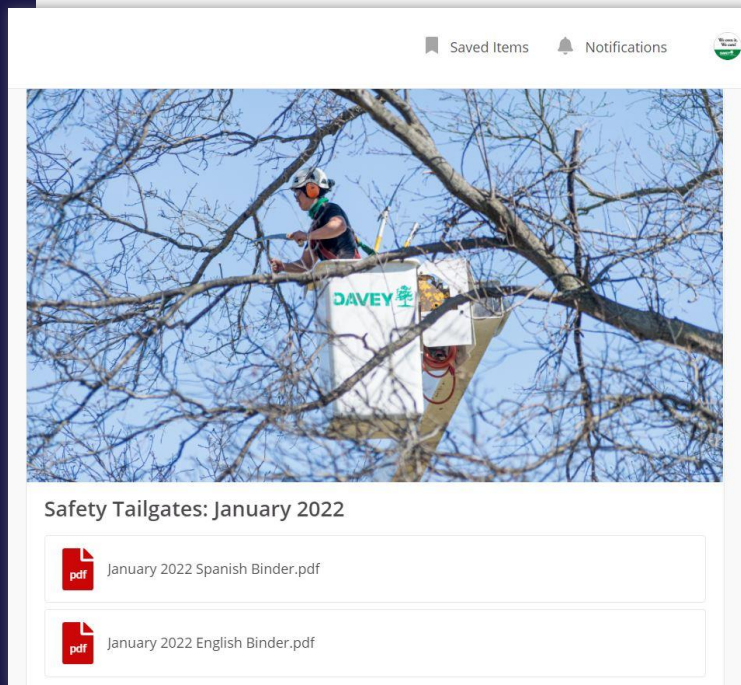
Employee Surveys



Reminder: Employee Ownership Survey

If you haven't already completed the employee ownership survey, please take a few minutes to do so. All who complete the survey will be entered to win a Davey picnic blanket, and 50 names will be drawn. Thanks for your feedback!

Promoting Safety through DaveyConnect



Managing User Comments



Karen Wise

I like the fun and informal sharing of news, recipes, dog pics, etc. Makes a large company feel smaller and more connected.

Like · 👍 3 · Reply · Sep 29, 2021



Sandra Spence

its nice knowing the company news.

Like · 👍 2 · Reply · Sep 29, 2021



Cathie Winter

I love how easy it is to find things and stay connected with what's new in our company!

Like · 👍 3 · Reply · Sep 29, 2021



Ronnie Reese

I love Davey Connect! This app helps keep me sharp.

Like · 👍 2 · Reply · Sep 29, 2021



Christine Merritt

I love having a place I can go and look and know that the latest news from the company is going to be there!

Like · 👍 2 · Reply · Sep 29, 2021



David Arnold

Great way to involve yourself and learn about the Davey.

Like · 👍 3 · Reply · Sep 29, 2021



Stephanie Matthews

It's a great way to stay up-to-date on company news. Additionally, it's very helpful to have a centralized location for important information.

Like · 👍 2 · Reply · Sep 29, 2021

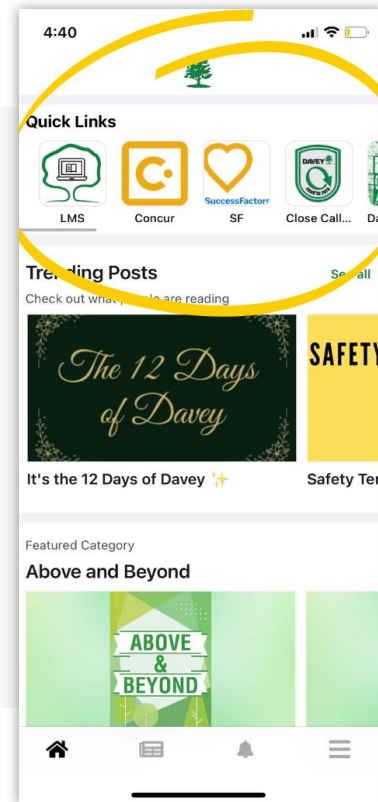
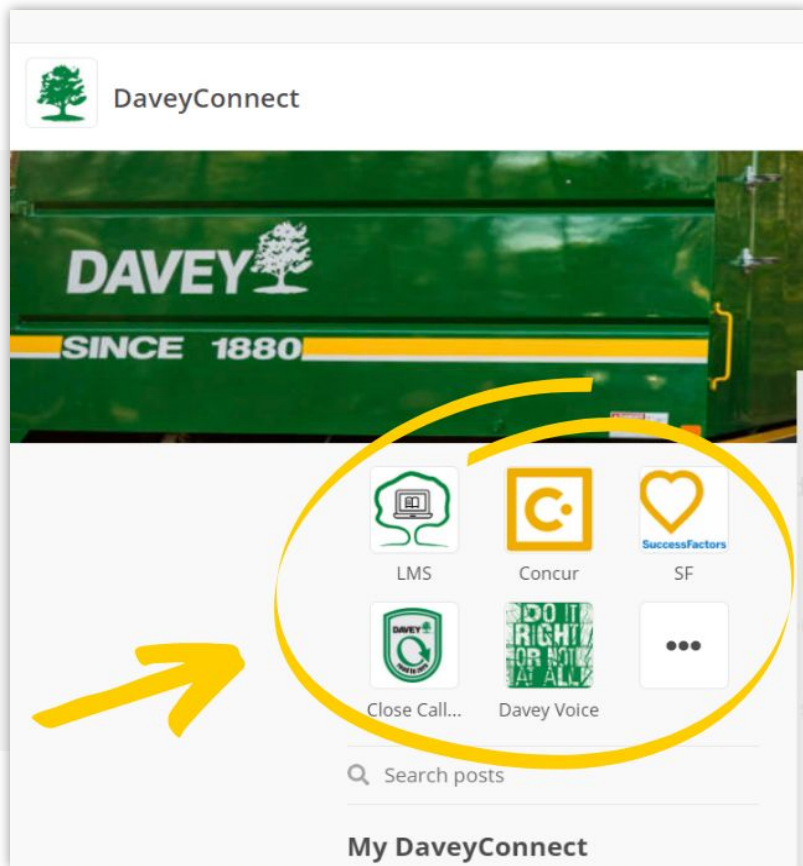


Ryan Hutzell

I like the quick access to safety and training guides. Makes it very easy and helpful to stay up to date and help other learn safe work practices

Reach colleagues
in all languages





Desktop & mobile
integrations

Conclusion

Thank You

Helen Thompson

Senior Project Manager,
Corporate Communications

Becky Graebe

Senior Director,
Communication Strategy

