A single source of truth to reach your entire workforce

When you are a large enterprise, reaching and engaging all your workers—regardless of their location or preferred work environment—is critical to keeping employees informed with vital information.

THE CHALLENGE: REACHING AROUND THE GLOBE

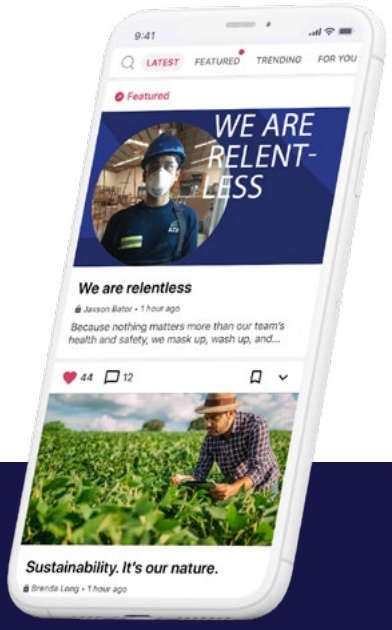
The 20-person comms team for ADM was challenged with how to communicate with its 40,000+ employee base in a more modern way than via email and its dated SharePoint intranet platform.

Although there were channels they couldn't do away with, such as digital screens, they saw an opportunity to use their "ADM Inside News" branded channel to consolidate and push customized and localized content to all endpoints.

By creating a single source of truth at the center, all channels are fed with the same information. To further increase engagement, they pushed content through email, sending employees back to the platform for deeper insight.

ADM, like many companies, was relying on floor managers or supervisors to cascade immediate information either because the tech didn't exist to connect frontline workers or because there were cost or knowledge barriers. The Firstup platform updated all of that, radically changing how the 100-year-old company communicates.

Archer Daniels Midland is a global leader in human and animal nutrition. Headquartered in Chicago, they have over 40,000 employees (50% located in plants and facilities) in over 800 locations around the globe.



"Within a month, we went from 1,800 people to 18,000 people looking at the content on a regular basis."



Brett Lutz
Vice President
Global Communications,
ADM

71%

of businesses say outreach to employees is key to a strong crisis communication plan

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