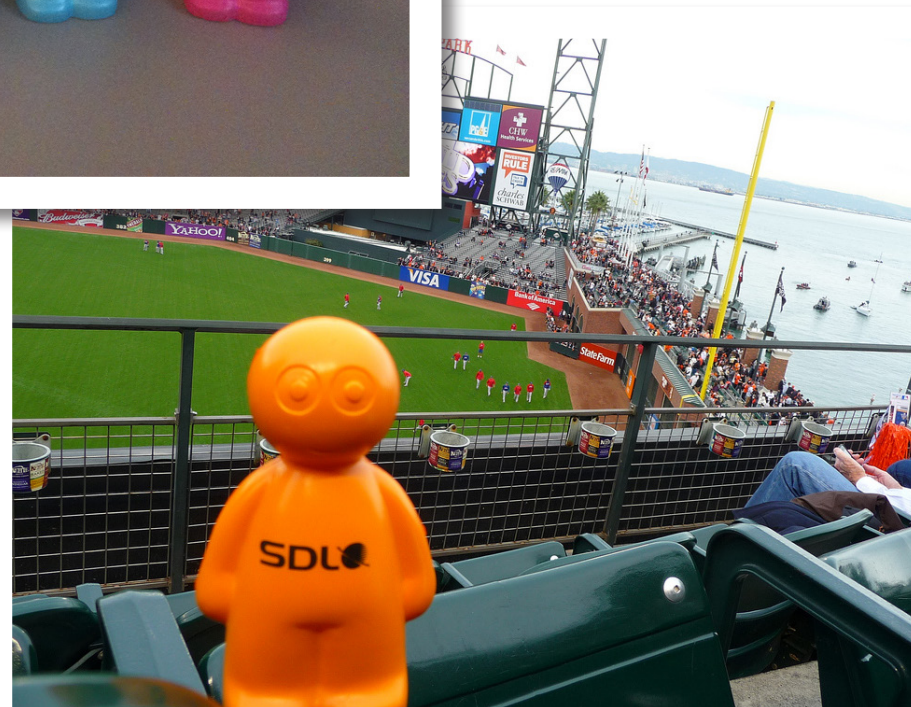


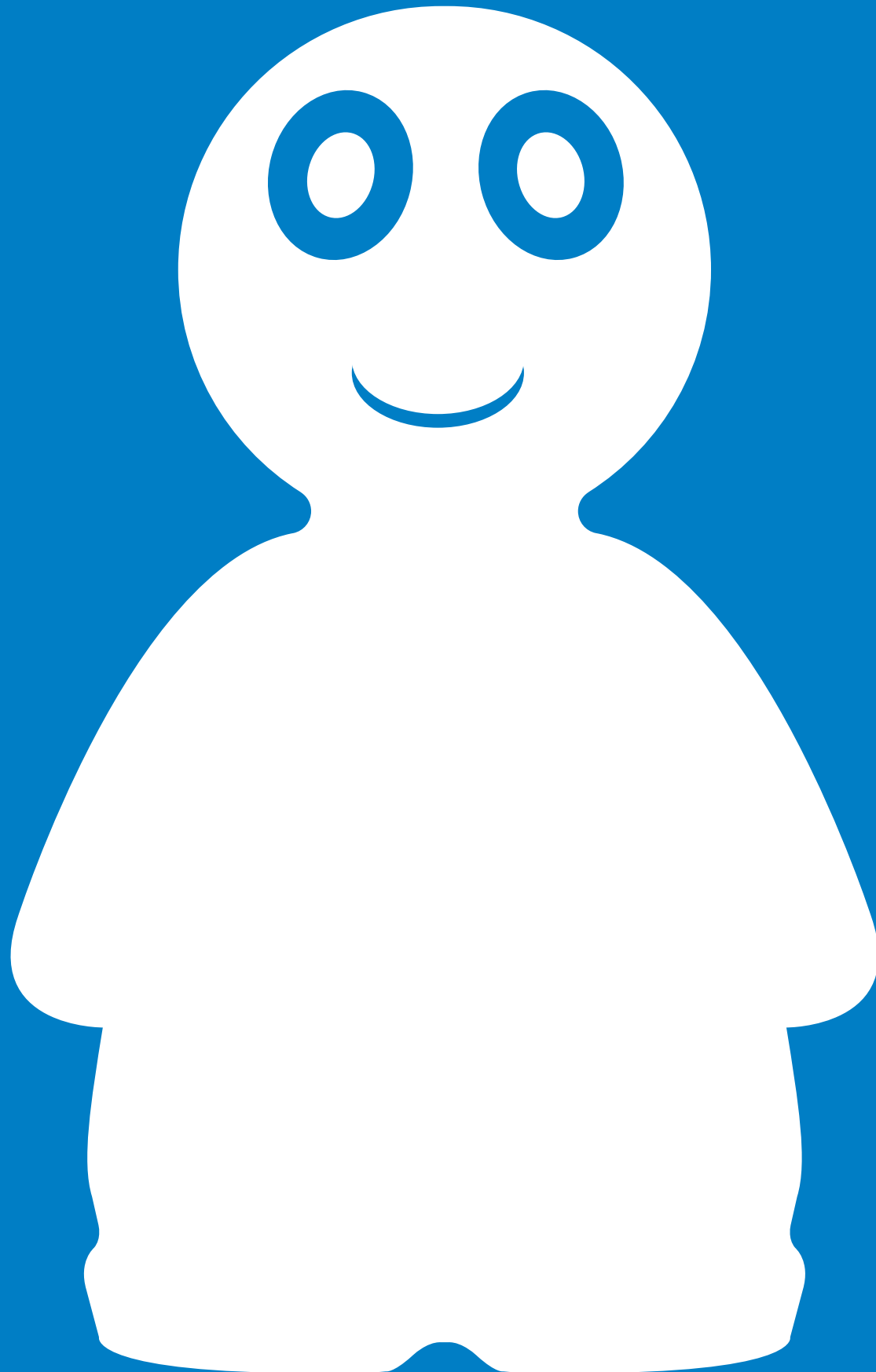


Bringing 'Buddy' back home

Some early thoughts that illustrate how the 'Buddy' icon might be used to support internal communications.

The **Red Bridge** Consultancy

b2b, corporate and employee communications



Introducing Buddy

As a company SDL has a big vision - to lead the next stage in customer experience management.

Every SDL employee plays a vital role in helping the business achieve this vision, and together the behaviour and working practices of employees will help establish the One SDL culture.

There are already some great examples of collaboration happening across the company, which is helping SDL deliver a superior customer experience, and we'd like to celebrate these successes, to discover more, and to encourage employees to nominate colleagues who are living the One SDL vision and values.

We were asked to look at how Buddy, already a strongly identifiable 'character' for many within the business, might be used.

We think Buddy embodies the 'enjoyable' aspect of working for SDL, and as can be seen from his Flickr feed, he is certainly engaging and motivating many employees!

In this document we look at how Buddy could be used to personify, unify, nurture and promote the One SDL culture...

"A fantastic employee experience delivers highly engaged and motivated employees."

Roddy Temperley, Head of Employee Experience and Human Resources



Working better. Together.

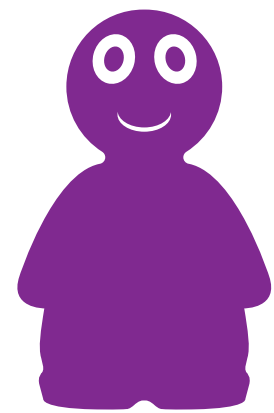
Better Together

Stronger Together

One Team. One SDL

We're Buddies

Buddies, Better Together



Working better. Together.

Buddy icons would be fun, colourful and promote partnership and collaboration.

On the following pages we've visualised how Buddy could be used within the business to celebrate, promote and help nurture collaboration across SDL.



**I'll be your
Buddy!**



**Who's your
Buddy?**



**He's my
Buddy**



**She's my
Buddy**



An internal poster campaign could help unify and promote collaboration across different services within SDL.



Paulo Ferrera
Implementation
Services

 **He's my
Buddy**

 **She's my
Buddy**

Alison Wyatt
Consulting

Michelle Dupuis
Global Marketing
Solutions



Working better. Together.



This is an example of how a large format poster with Buddy personifying the One SDL culture could look in common and communal areas.



Working better. Together. Charitable Endeavours

Buddy could also be used to highlight the charitable work done by employees and to promote internally the partnerships between colleagues and their chosen charities. Once again, this campaign would reflect and promote the vision and values of the One SDL culture.



Working better. Together.
Charitable Endeavours



Gary Sawyer - Web Analytics

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Working better. Together.
Charitable Endeavours



Alison Stephenson - Global Marketing Solution

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Buddy could also be used to 'brand' an employee recognition programme within SDL. The idea behind the **'Big-up your Buddy'** programme would be for an employee or a team to nominate a colleague (or a team) who is really 'living' the One SDL vision and values. The 'Big-up your Buddy' programme could help promote and nurture the One SDL culture by recognising and rewarding colleagues for their dedication and commitment.

On the following page we've visualised how posters promoting nominated employees might look.

Natallie Odemwingie
Translation Services

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Working better. Together.

Natallie Odemwingie
Translation Services

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Working better. Together.



As a device to unify and promote collaboration across SDL (both services and colleagues), we believe the Buddy icon works really well - it's creative possibilities are endless. Of course, these are our initial 'off-the-top-of-our-head' ideas, but we hope there's enough here to whet your appetite and perhaps help stimulate your thinking.

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