

# Make It Shine★

## Consulting Firm

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**JENNY FASOLINO**

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# Make It Shine★

Consulting Firm

- Internal Communications Strategy
- Company Culture as a Force Multiplier
- Change Management Advisory



## Jenny Fasolino

I possess 30 years of diverse corporate experience from running multi-million dollar retail businesses, designing and implementing enterprise software, executing consulting and customer success operations, delivering global project and change management, and leading internal communications for a \$1B+ supply chain software company.

In all these endeavors, shining a light on **COMMUNICATION, PEOPLE** and **CULTURE** is the secret sauce to success!

I am passionate about advising companies on internal communications strategy, boosting company culture, and achieving successful change management.

# What is your company's trajectory?

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*If you are a startup that needs advice on creating an internal communications strategy:*

- Learn how to execute an internal communications strategy with lean resources and a basic toolset
- Setup an internal communications framework with clear guidelines and self-service templates
- Deliver communications with a consistent cadence to establish stability

# What is your company's trajectory?

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*If you are a growing company (200+ employees) that needs to SCALE UP your internal communications strategy:*

- Consider multiple communication methods to ensure coverage and message resonance with a growing employee base and increasing growth rate
- Boost your internal communications effort by leveraging informal influencers
- Lead from the middle (people managers) to ensure cascade down of information and cascade up of questions or concerns

# **GROW** your company with these essential elements:

## **Internal Communications**

Define a strategy to best inform, engage, and inspire

- How do you communicate?
- What is your communication cadence?
- What methods do you use to communicate?
- How do you measure communication effectiveness?

## **Company Culture**

Identify and nurture your unique people and culture

- What are your core values?
- What makes your company special?
- What is celebrated and when?
- How are people showcased and exceptional contributions recognized?

## **Change Management**

Adapt to change successfully and boost change agility

- How do you plan for successful change?
- How do you measure for successful change?
- Who is in your Change Team?
- How do you build resiliency in your organization?

CONTACT ME to learn more about how together we can establish or advance your company's internal communications!

- Email: [Jenny.Fasolino@makeitshine.world](mailto:Jenny.Fasolino@makeitshine.world)
- [LinkedIn Profile](#)

Please provide a brief description of your objectives, and I will propose how my services may be a good fit for your organization.



A photograph of several bright yellow poppy flowers growing from a bed of small, light-colored rocks. The flowers have five petals and prominent stamens. The background is a dense field of similar flowers and rocks.

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