

# Case Study



## Jones Lang LaSalle Crafts Storyline to Advance New Business Priority



With a suite of simple, straightforward communications materials, Sheffield demonstrated the crucial importance of diversity and inclusion.



By creating materials specifically for Jones Lang LaSalle's leadership, Sheffield addressed its most important and influential stakeholders.

Leading global real estate firm Jones Lang LaSalle identified a new business priority: embrace, implement and effectively communicate the importance of diversity and inclusion. Sheffield enabled Jones Lang LaSalle to:

- ✦ Clearly articulate a complex and often misunderstood workplace and management issue
- ✦ Win the attention of senior leadership and employees through a compelling campaign

### Issue:

Leaders at Jones Lang LaSalle, a global corporate real estate firm, recognized the vital importance of honoring diversity and inclusion within the firm. However, the message proved difficult to communicate and implement. The idea kept getting lost and was easily misunderstood – and often ignored. Jones Lang LaSalle management needed to effectively communicate the importance of diversity and inclusion as an integral part of the way the firm does business.

### Approach:

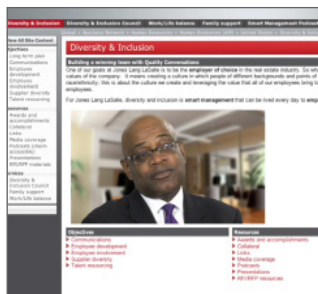
Sheffield worked closely with Jones Lang LaSalle's chief diversity officer to clarify the strategic importance of diversity and inclusion. The narrative they crafted focused on diversity and inclusion as fundamentally "smart management" – a cornerstone to being successful in all aspects of Jones Lang LaSalle's business.

Sheffield created a "Smart Management" campaign aimed primarily at management – a few hundred leaders throughout the U.S. The first touch point was a two-color, eight-page "Smart Management" guide that Sheffield designed depicting eight management scenarios that reflected distinct moments when managers needed to challenge their thinking. The guidebook spoke to everyday circumstances: whom to include when building a project team, or who might bring a fresh perspective if promoted.

After the piece was distributed, Sheffield produced a video podcast series in which a dozen senior executives discussed the value of diversity and inclusion



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Sheffield's video series helped elevate diversity and inclusion from an idea to a story – one that was worth hearing and repeating.

across the entire organization, from new business teams to human resources, operations, finance and career development. The videos were then shared with employees monthly through the organization's daily e-newsletter.

## Results:

The "Smart Management" campaign sparked a lively and engaging conversation about diversity and inclusion. The campaign's deliverables provided clarity to an often misunderstood idea and demonstrated senior-level commitment to the entire employee base. "Smart Management" helped make diversity and inclusion real to people by bringing it to life in everyday scenarios. Response from managers and employees was overwhelmingly favorable. The guides were practical and helpful and the video spots were among the most-viewed elements of the daily newsletter.