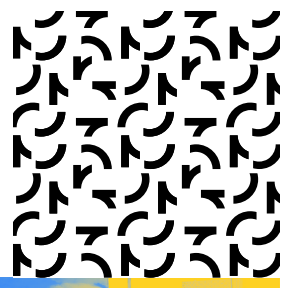


Actions
speak louder
than words

proof.



In these unpredictable times, communications and leadership are key. It's only when leaders behave in a way that reflects the messages they communicate that those messages can have the desired effect. Ultimately, it's what you see leaders doing – or, even more importantly, not doing – that determines their credibility and therefore how well the organisation is aligned.

At PROOF, we're all about employee alignment. Over the course of this year, we'll be taking further steps to help our clients unlock the power of combining communications and leadership. Helping them move from theory to practice. Because words matter, but actions – or inaction – speak loudest.

Over the past period, we've continued to work on challenging assignments for both national and international clients, motivated by our drive to make a sustainable impact and provide the right support. From our own experience, we know that in any organisation there is always more you can do to improve the employee experience. Including at PROOF. It takes commitment, ambition and focus every day, but the benefits are countless.

On behalf of the whole PROOF team, I wish you a healthy, happy and productive year ahead, and I'm looking forward to being able to meet with you face to face as soon as possible.

Katinka Huijberts – *Managing director*



CASES



Royal Flora Holland: Connect to grow
Inspiring and supporting employees and managers in mastering the desired behaviour in line with the organisation's core values



Enza Zaden: Be One event
Connecting leaders from all over the world to discuss the Group Strategy 2025



SNS Bank: The Great Growth Months
Bringing the brand's repositioning to life internally by focusing on the individual growth of each employee



Croonwolver&dros: Working at a top club
Attracting new technical talent by bringing the concept of a top club to life on billboards, social media and the radio with the help of former footballer Theo Janssen

HIGHLIGHTS



Bea Aarnoutse teaches about strategic communications at Nyenrode (Dutch only)



PROOF talked to Kilian Wawoe about the importance of feedback



Improve the employee experience together with your colleagues during our workshop

AGENCY LIFE



Filming for TU Delft: employees talk about their unique talents



Separated but together at Christmas



Sascha Becker learns what it's like to work at Royal FloraHolland



The PROOF team paints Amsterdam in PROOF style

proof.

EMPLOYEE ALIGNMENT & EMPLOYER BRANDING

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