



At PROOF, we have been taking pictures this summer. Lots of them – and not just holiday snaps.

We typically use the word ‘picture’ to describe the analysis we carry out when we start working with a new client. This analysis helps them to reflect on their current employee journey. Once they have that figured out, they can start improving their employees’ experience.

Taking pictures keeps you sharp because – unlike holiday snaps, which you can just delete if you don’t like what you see – it’s hard to ignore these pictures when they are about your own organisation. For one thing, you’re not the only one in the picture. Despite this, I frequently see clients dismiss these pictures if they don’t capture a perfect employee experience. Our conversation with clients then covers many issues, but often not what the picture actually reveals.

From my own experience, I know that if you and your colleagues are willing to embrace the reality of the picture, you suddenly start to see opportunities to grow your organisation into something better and better. Better in the broadest sense of the word, starting with an inclusive and enjoyable working environment.

And that’s something we constantly try to build on at PROOF, so that we can work even better with our clients, colleagues and partners. Because at PROOF too, we firmly believe that *Happy people make change happen!*

Katinka Huijberts – *Managing Director*



AWARD-WINNING CASES



The beauty of Univé
Another beautiful award! The employer branding campaign ‘The beauty of Univé’ takes bronze at the Employer Brand Management Awards 2021.



Impact
At PROOF, we’re all about impact – so we’re proud to have won three awards at the Internal Communications & Engagement Awards with Volkbank’s Impact programme.

PUBLICATIONS

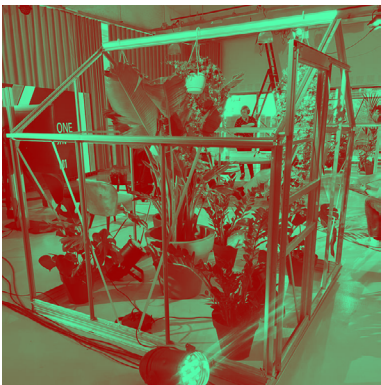


Employee journey expert Sascha Becker once again advances the field. Check out his contribution to the book ‘Communicatieverhaal halen’.



We know that happy employees make change sustainably successful. To find out why, read Bea Aarnoutse and Marianne Jaarsma’s essay in ‘Over Communicatie’.

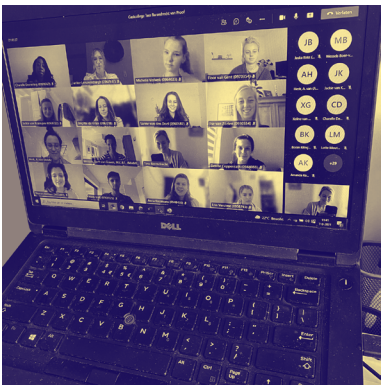
AGENCY LIFE



Setting the scene for Enza Zaden’s online event



Meet our new colleague Eva Verlaan!



Tess Barendrecht teaches about alignment at the Rotterdam University of Applied Sciences



Filming at de Volksbank: reporters are gathering stories with real Impact