

PROBLEM #3: HR X COMMUNICATION DEPARTMENTS.

- A team for approval / providing dissent to center to content ~~data~~ growth
- setting guidelines / policy around comm.

PROBLEM #4: MICRO-MANAGERS vs. AUTONOMY.

- "Q12's" - 12 questions / review

OPPORTUNITY #5: WHAT IS A FORMAL LONG-TERM INTERNAL COMM STRAT?

- community engagement
- increase engagement? = increase viewership?