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### **GCI Mannov in the lead on internal communication**

Malmö, Sweden, May 3, 2005 – GCI Mannov sets the agenda with a recently published survey on internal communication in Denmark. The survey, which is the only one of its kind in Denmark, is headed by Charlotte Støvring, partner and director at GCI Mannov, and is carried out in collaboration with AC Nielsen AIM, a professional market research in Denmark.

The survey among 1000 Danes was carried out for the second time in 2004, and showed that expectations in internal communication have risen during the last three years. Charlotte Støvring emphasized that executives' communication skills have a higher priority than ever among employees.

“We want leaders, who listen and encourage a serious dialogue. The survey shows that especially top executives need to improve their communication. It seems as if they are not quite aware of the important role of internal communication”, Charlotte Støvring said in an interview with the leading Danish daily, Jyllands-Posten.

According to the survey, more than one third of employees is contemplating a job swap, and poor internal communication is likely to play a central role in their deliberations. The survey revealed that employees primarily seek information about strategy, goals, company values and management decisions. The Intranet is also strengthening its position as the backbone of a company's internal communication.

The survey has given GCI Mannov a unique basis for improving client service within internal communication and acquire new clients.

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### **About GCI Group**

GCI Group is a global leader in the public relations industry and operates a thriving healthcare practice whose clients benefit from the firm's multidisciplinary approach to healthcare public relations. Its success extends across five additional practices, including healthcare, corporate, consumer, technology, public affairs and media relations. The firm is committed to supporting the business objectives of its clients through superior industry knowledge and measurable solutions. GCI serves a broad base of multinational consumer clients including Bayer, Dell, Forest Laboratories, Merck, Pioneer Electronics, RadioShack, Schick, Sony Ericsson, and Starbucks.

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