

backstitch



June 2019

Reach All Team Members, On Every Device





It could take up to 6 years for all the money in your office retirement account to actually be yours

Business Insider

The best way to save money for the future, even if you don't know what you're saving for

Business Insider

These Social Security tricks could boost your benefits for life

USATODAY - Money ...

WHAT'S YOUR PLAN FOR RETIREMENT?

Pete the Planner: Before buying your parents' house, calculate its effect on retirement

USATODAY - Money ...

The SEC just approved a massive change to how brokers give financial advice

Finance

Financial planning: Americans' top regrets all center on this 1 big money mistake

USATODAY - Money ...

Going to college is one of the best investments you can make — even if it doesn't feel like it

Business Insider

MORNING BREW

Become smarter in just 5 minutes

Join over 1 million others and start your day with the latest news from Wall St. to Silicon Valley.

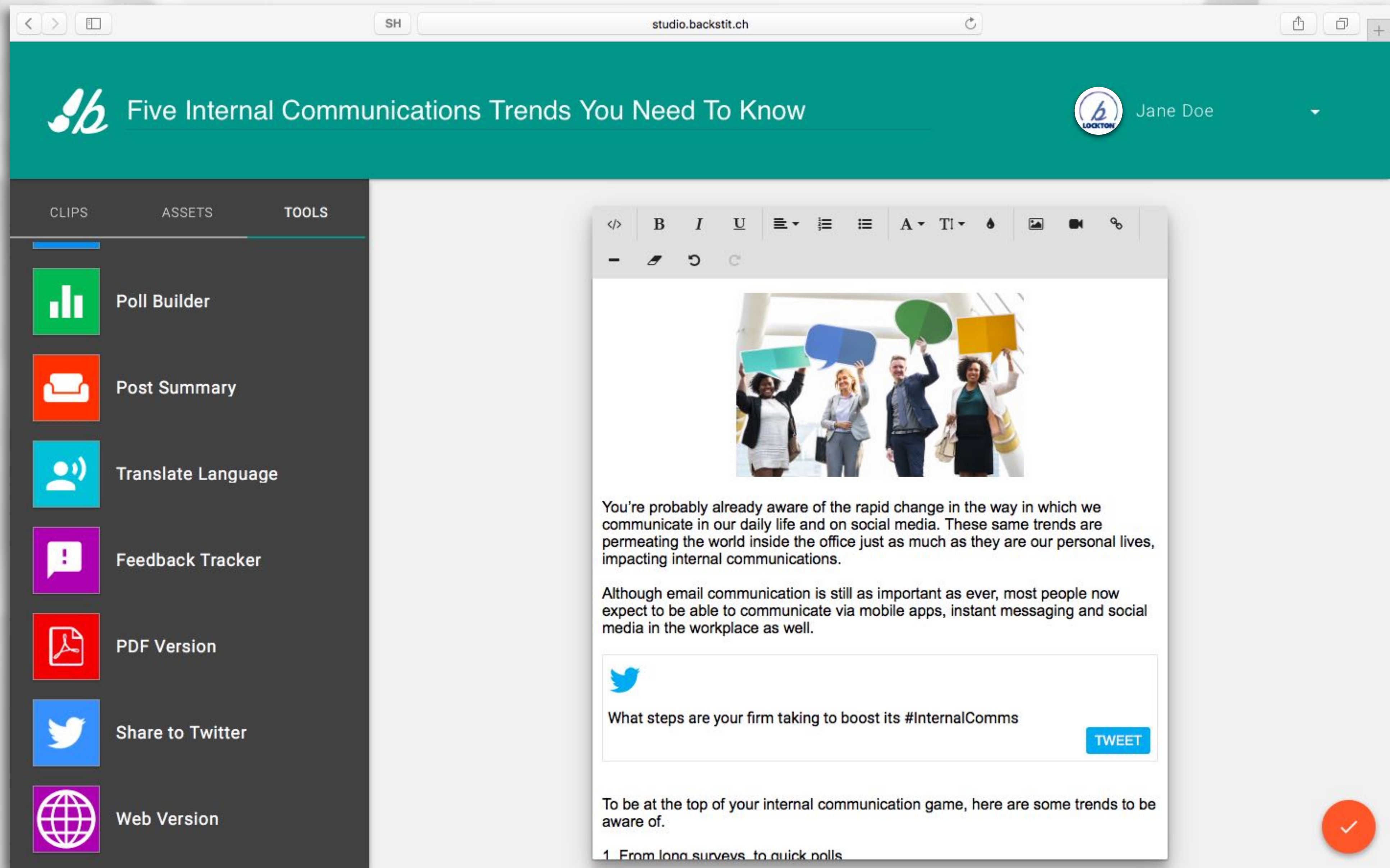
enter email

Why Morning Brew is a must-read for anybody

A high school teacher with a 6-figure side hustle part strategy helped him become a millionaire at 35

Business Insider

Craft *Better* Internal Content



Automated Translation, Summaries and More

The screenshot displays the studio.backstt.ch web application. The browser's address bar shows the URL. The page header features a logo, the title "Five Internal Communications Trends You Need To Know", and a user profile for "Jane Doe". A sidebar on the left lists various tools: Button Creator, Poll Builder, Post Summary, Translate Language, Feedback Tracker, PDF Version, and Share to Twitter. A "Translate Post" modal is open in the center, showing a translation from English to Spanish. The modal includes a "Replace Selected Text" toggle and "CANCEL" and "INSERT" buttons. In the background, a tweet is visible with the text "What steps are your firm taking to boost its #InternalComms" and a "TWEET" button. A red circular confirmation button with a checkmark is located in the bottom right corner.

studio.backstt.ch

Five Internal Communications Trends You Need To Know

Jane Doe

CLIPS ASSETS TOOLS

Button Creator

Poll Builder

Post Summary

Translate Language

Feedback Tracker

PDF Version

Share to Twitter

Translator: GOOGLE

Translate Post

English to Spanish

☐ Replace Selected Text

Probablemente ya conozcas el rápido cambio en la forma en que nos comunicamos en nuestra vida diaria y en las redes sociales. Estas mismas tendencias están impregnando el mundo dentro de la oficina tanto como lo hacen nuestras vidas personales, lo que afecta las comunicaciones internas.

Aunque la comunicación por correo electrónico sigue siendo tan importante como siempre, la mayoría de la gente ahora espera poder comunicarse a través de aplicaciones móviles, mensajería instantánea y redes sociales en el lugar de trabajo también.

CANCEL INSERT

What steps are your firm taking to boost its #InternalComms

TWEET

To be at the top of your internal communication game, here are some trends to be aware of.

1. From long surveys to quick polls.

Conduct One-Click Surveys and Polls

The screenshot displays the studio.backstitch.ch web application. The browser's address bar shows the URL. The page header includes a logo and the text "Our Employee Newsletter", along with a user profile for "Jane Doe". A sidebar on the left lists various tools: Button Creator, Poll Builder (highlighted), Post Summary, Translate Language, Feedback Tracker, PDF Version, and Share to Twitter. The main content area features a "Poll Builder" modal window. This modal contains a poll question, "Are you up to date on our company news?", and four response options, each with a color-coded radio button and a hex color code: "Yes!" (green, #00ff00), "Somewhat. I have some familiarity." (yellow, #ffff00), "No. I'd love to learn more!" (red, #cc3300), and "Response" (green, #00ff00). At the bottom of the modal are buttons for "ADD RESPONSE", "CANCEL", and "INSERT". In the background, a portion of an employee newsletter is visible, showing a photo of a man in a safety vest and a "Read More" button. A small "HEALTH INSURANCE" graphic is also present. A red circular confirmation button with a white checkmark is located in the bottom right corner of the interface.

studio.backstitch.ch

Our Employee Newsletter

Jane Doe

CLIPS ASSETS TOOLS

Button Creator

Poll Builder

Post Summary

Translate Language

Feedback Tracker

PDF Version

Share to Twitter

Poll Builder

Are you up to date on our company news?

Yes! #00ff00

Somewhat. I have some familiarity. #ffff00

No. I'd love to learn more! #cc3300

Response #00ff00

ADD RESPONSE CANCEL INSERT

The owner discovered that one of the employees could not

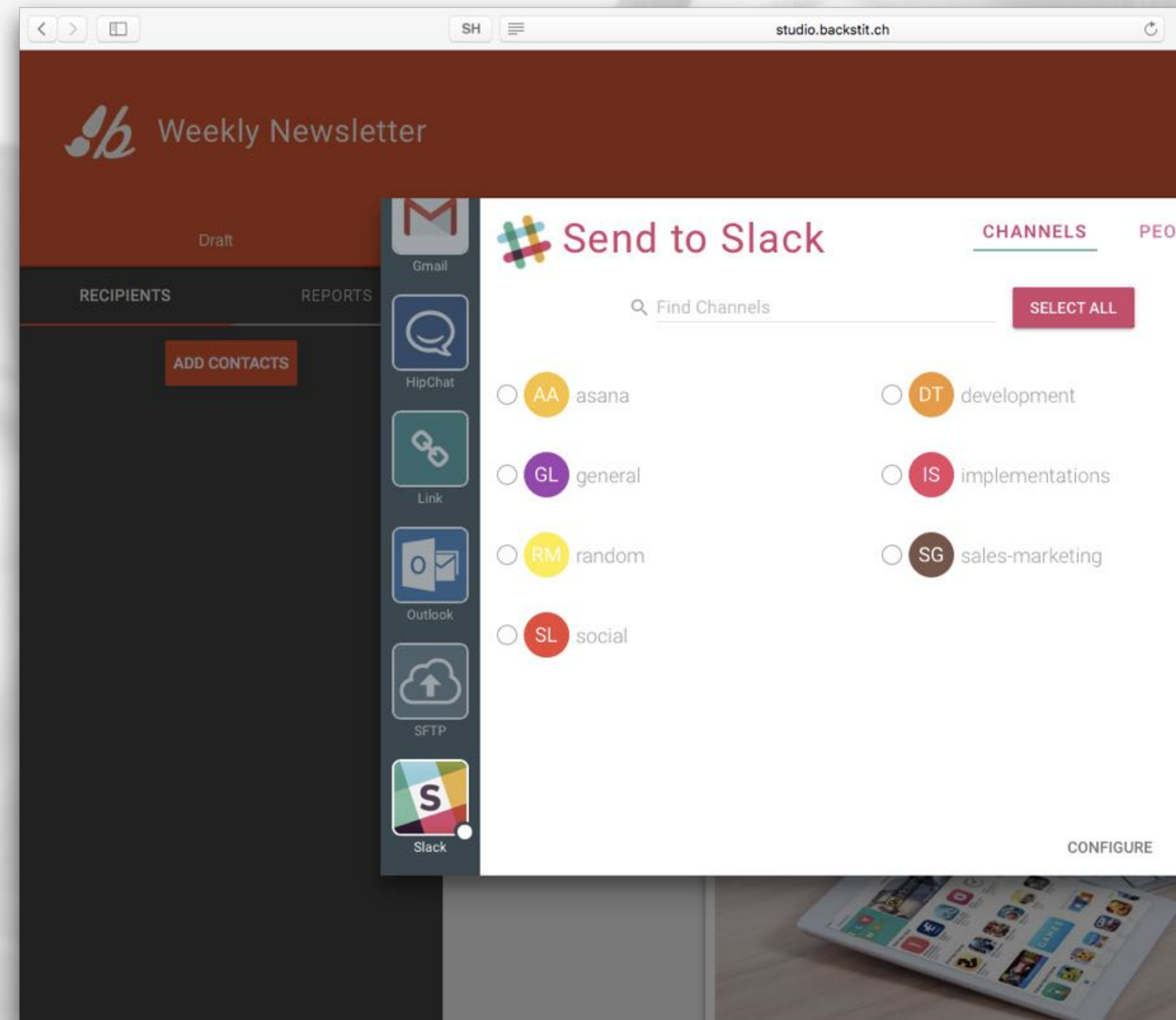
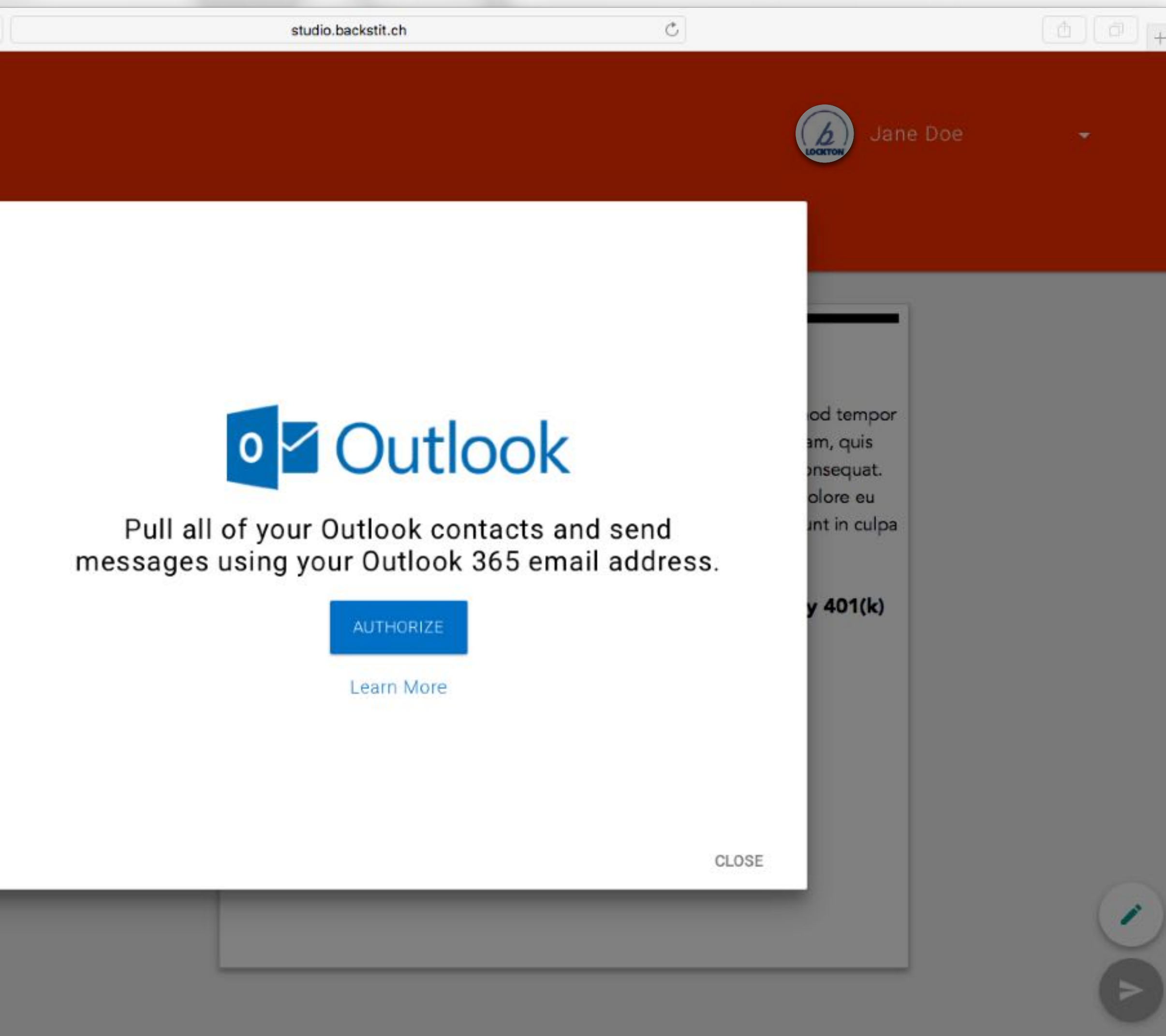
Read More

HEALTH INSURANCE

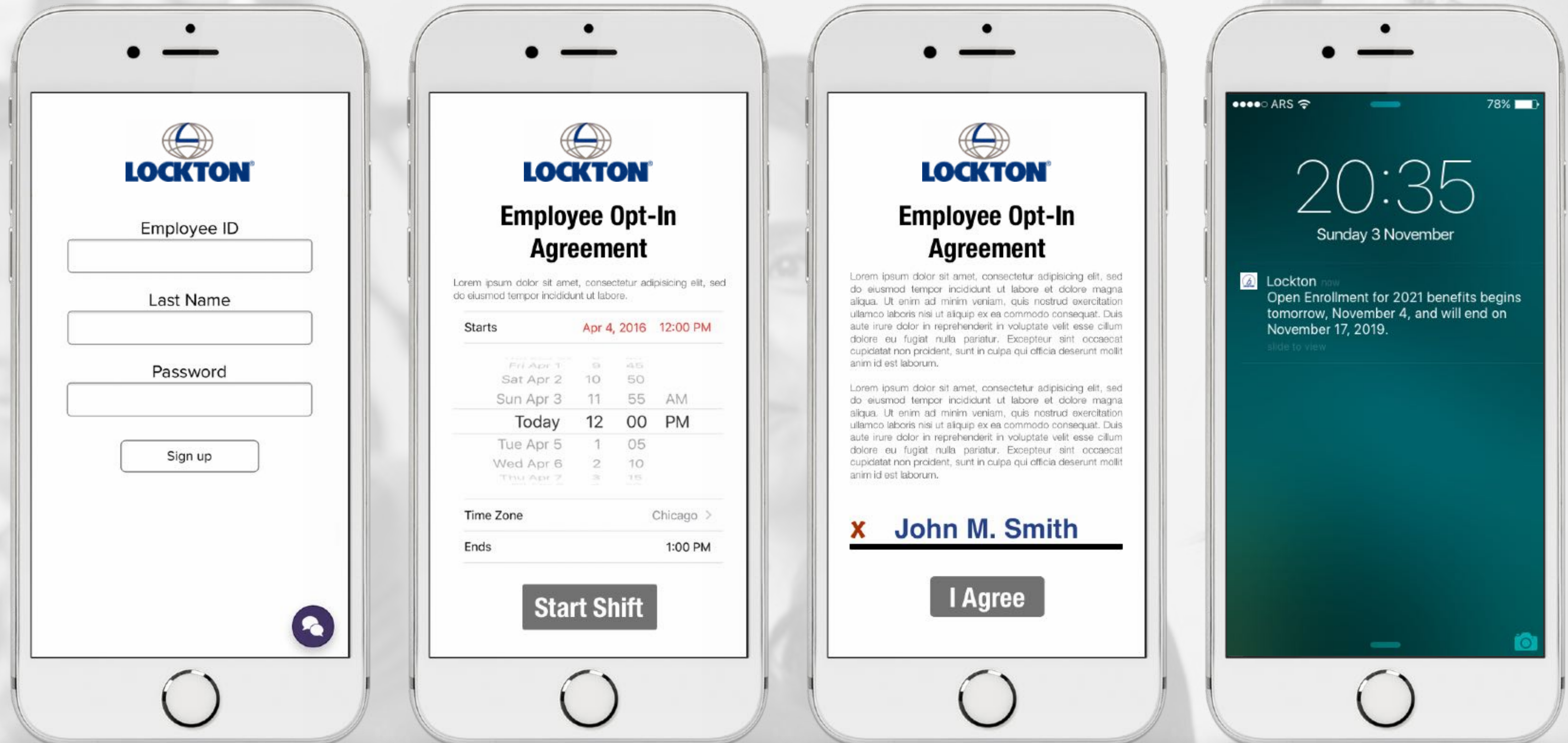
GoLocalProv Aug 6, 2018 at 4:59pm

Smart Benefits: ACA Update - Continue to Comply

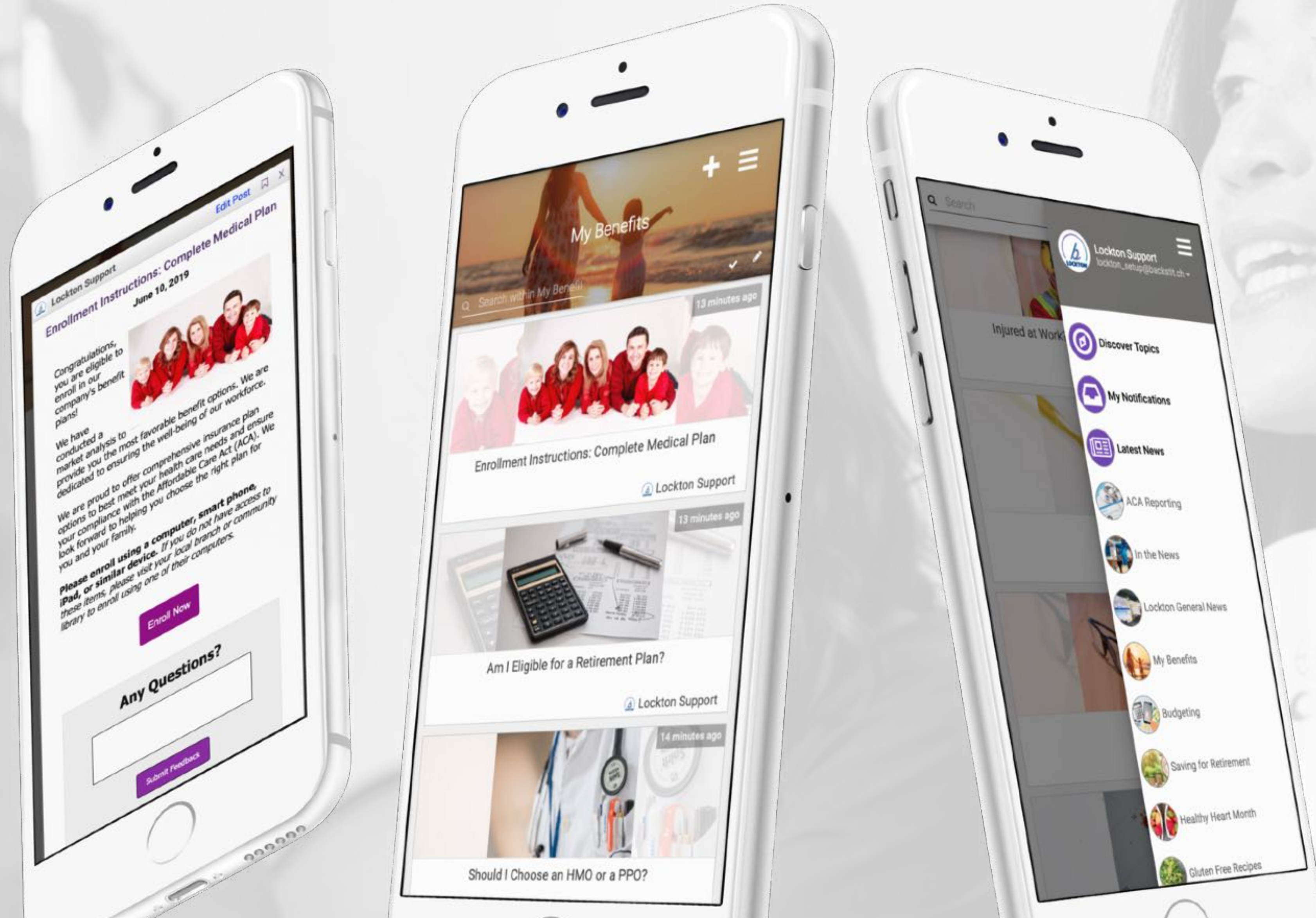
Publish to New & Existing Channels



Securely Authenticate All Employees



Access Materials in the Field



Monitor Industry and Competitive News

demo.backstitch.ch

LOCKTON

Search

In open offices, workers chat 70% less, are less productive, and email more
Ars Technica

To Remain A Global Economic Leader, The U.S. Has To Lead On Paid Leave
Forbes - Business

Companies need older workers: here is why
Reuters: Money

Doing Well by Doing Good: The New Corporate Citizenship
CIO Journal

Avoiding the 'Shiny Object' Trap: How to Focus on What Matters Most in Business
Entrepreneur: Latest A...

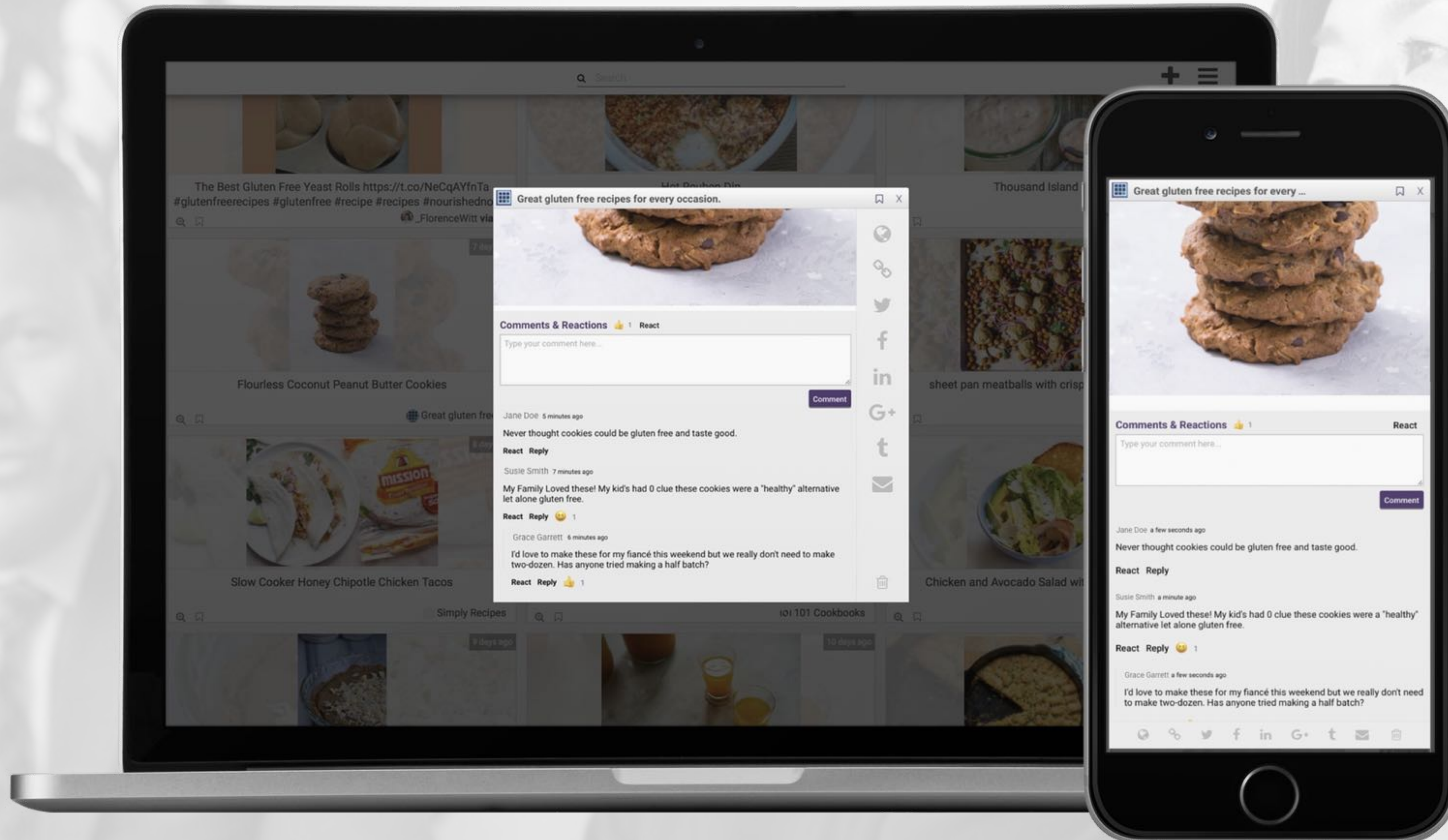
The Coming Digital Revolution in Energy: People, Technology and Data
Forbes - Business

9 Ways Digitalization Is Disrupting Your Culture, and 3 Ways You Must Respond
Inc.com

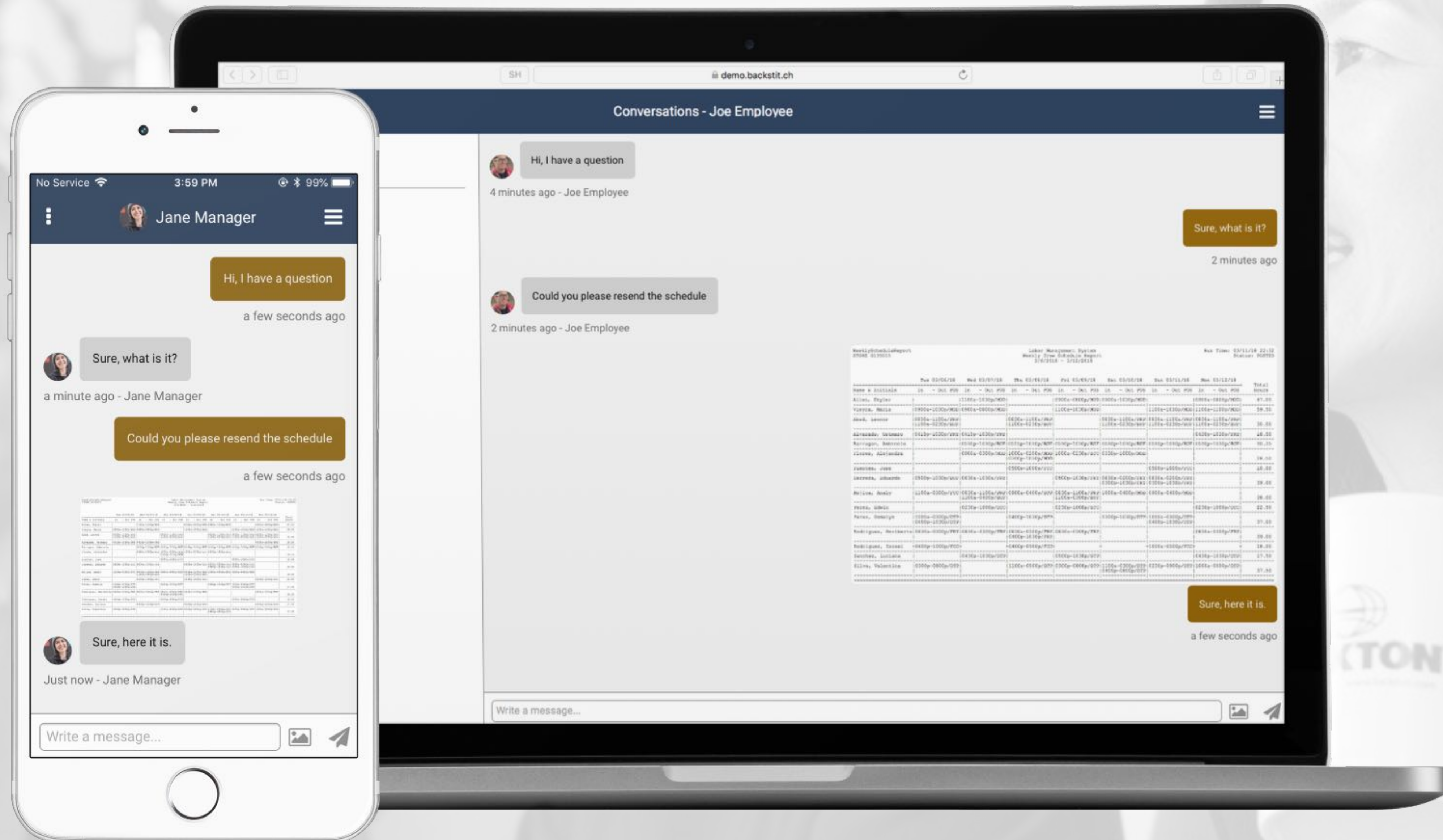
Are You Leaving Hidden Profits on the Table? Here Are the 4 Areas to Examine.
Entrepreneur: Latest A...

Calling Generation Z: The Energy Industry Reaches Out to Its Future Workforce
Forbes - Business

Encourage & Drive Conversations



Promote Real-Time Communications



Provide Curated Wellness Content

The image displays a social media feed for a brand named 'LOCKTON'. The feed is viewed through a web browser window with the address 'demo.backstitch.ch'. The main header of the feed features the 'LOCKTON' logo and a search bar. Below the header, there are several posts:

- The Gluten-Free Almond Flour Cookbook**: A post featuring a red banner with the text 'the GLUTEN-FREE ALMOND FLOUR cookbook' and a link to a recipe.
- Perfect Classic Guacamole**: A post showing a bowl of guacamole topped with diced tomatoes and onions.
- 7 Day Gluten-Free Menu Plan**: A post featuring a green banner with the text '7-DAY GLUTEN-FREE MENU PLAN' and a link to a recipe.
- VEGAN GENERAL TSO'S 'CHICKEN'**: A post showing a bowl of vegan General Tso's chicken.
- Avocado Stuffed**: A post showing a bowl of avocado stuffed with rice and vegetables.

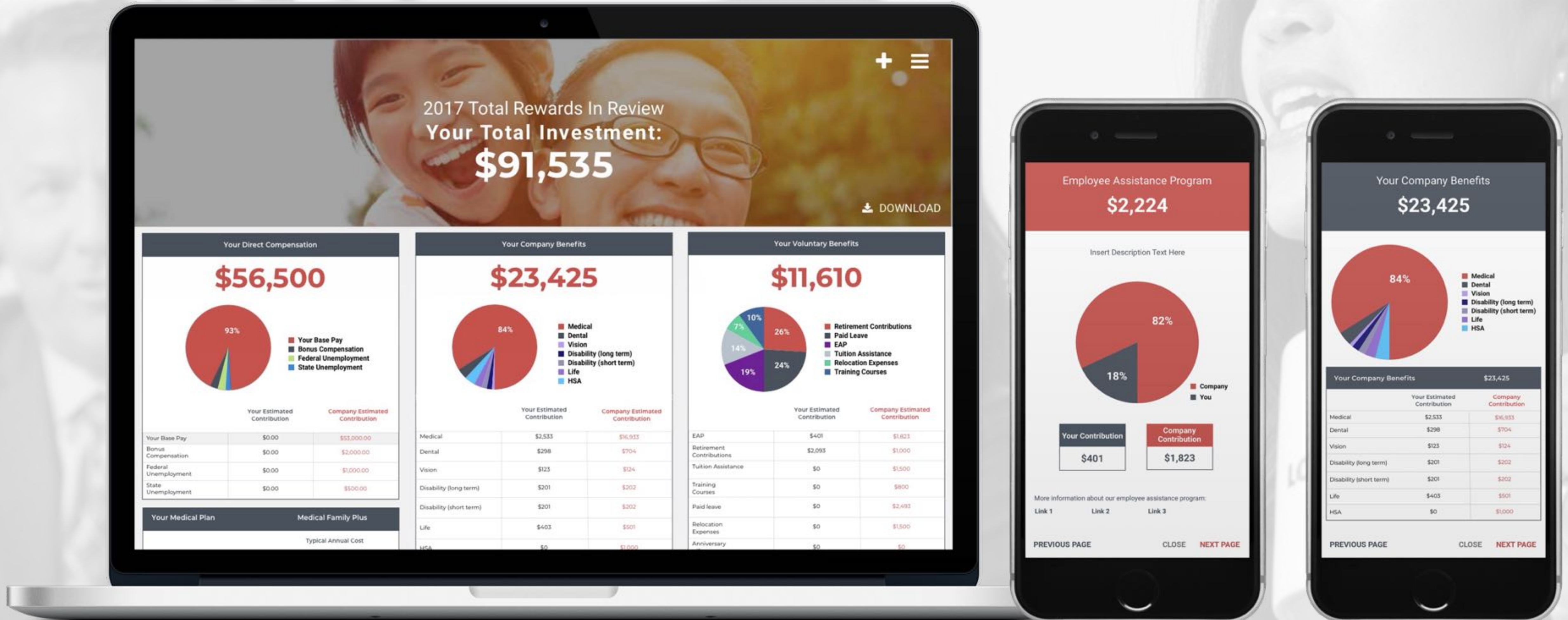
The main content area of the feed is titled 'Gluten Free Recipes' and features a large image of tomatoes. Below this, there are several posts:

- African Pepper Soup + Tutorial**: A post featuring a bowl of soup and a link to a tutorial.
- Gluten Free Blueberry Cornbread**: A post showing a cornbread with blueberries.
- Pistachio-Kale Pesto**: A post showing a bowl of pesto.
- Low Carb Delicious**: A post showing a bowl of low-carb noodles.
- ZERO Carb Noodles**: A post showing a bowl of zero-carb noodles.

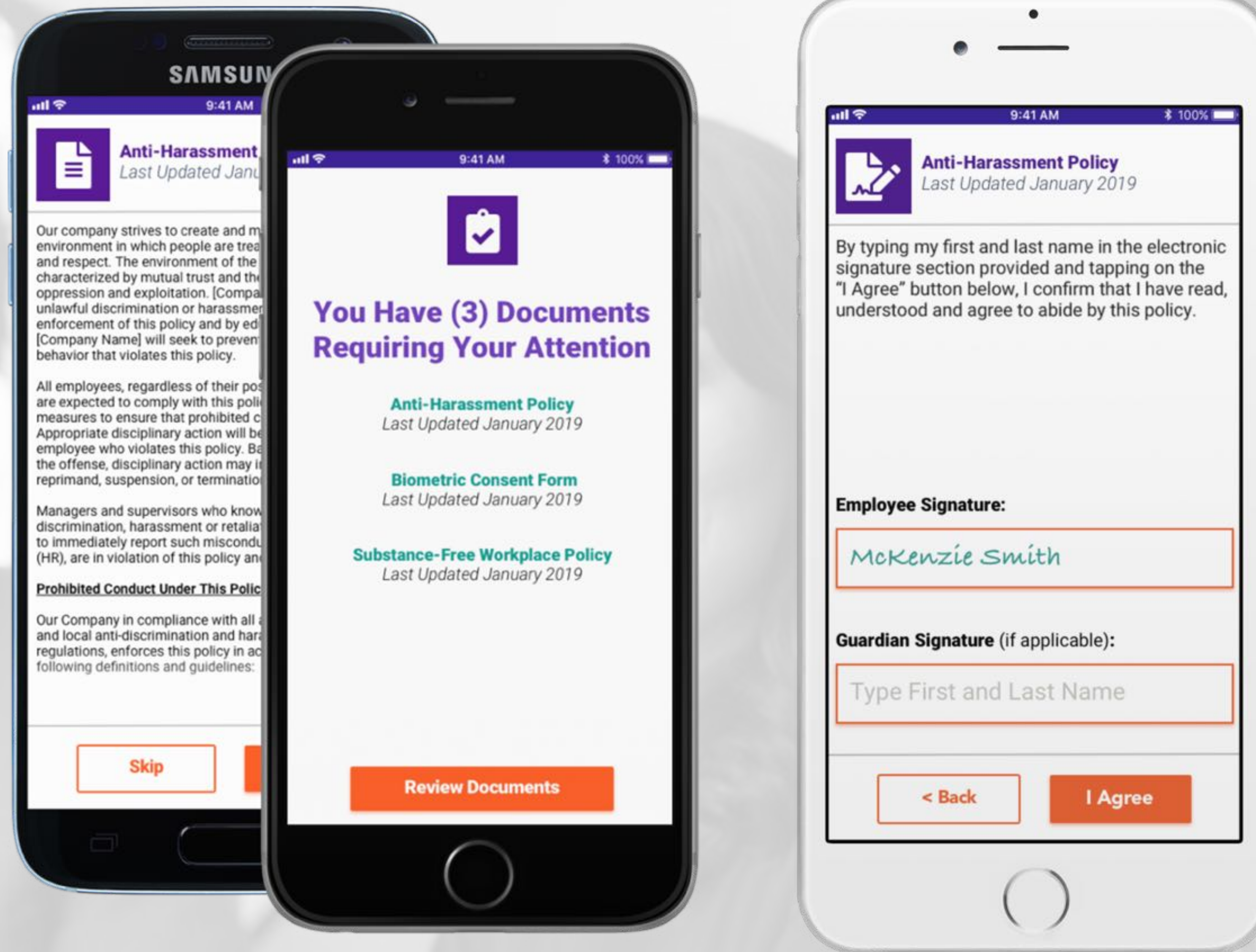
The feed also includes a search bar and a 'HIDE DUPLICATES' button. The background of the image is a blurred image of a person's face.

Deliver Modern Benefits Education

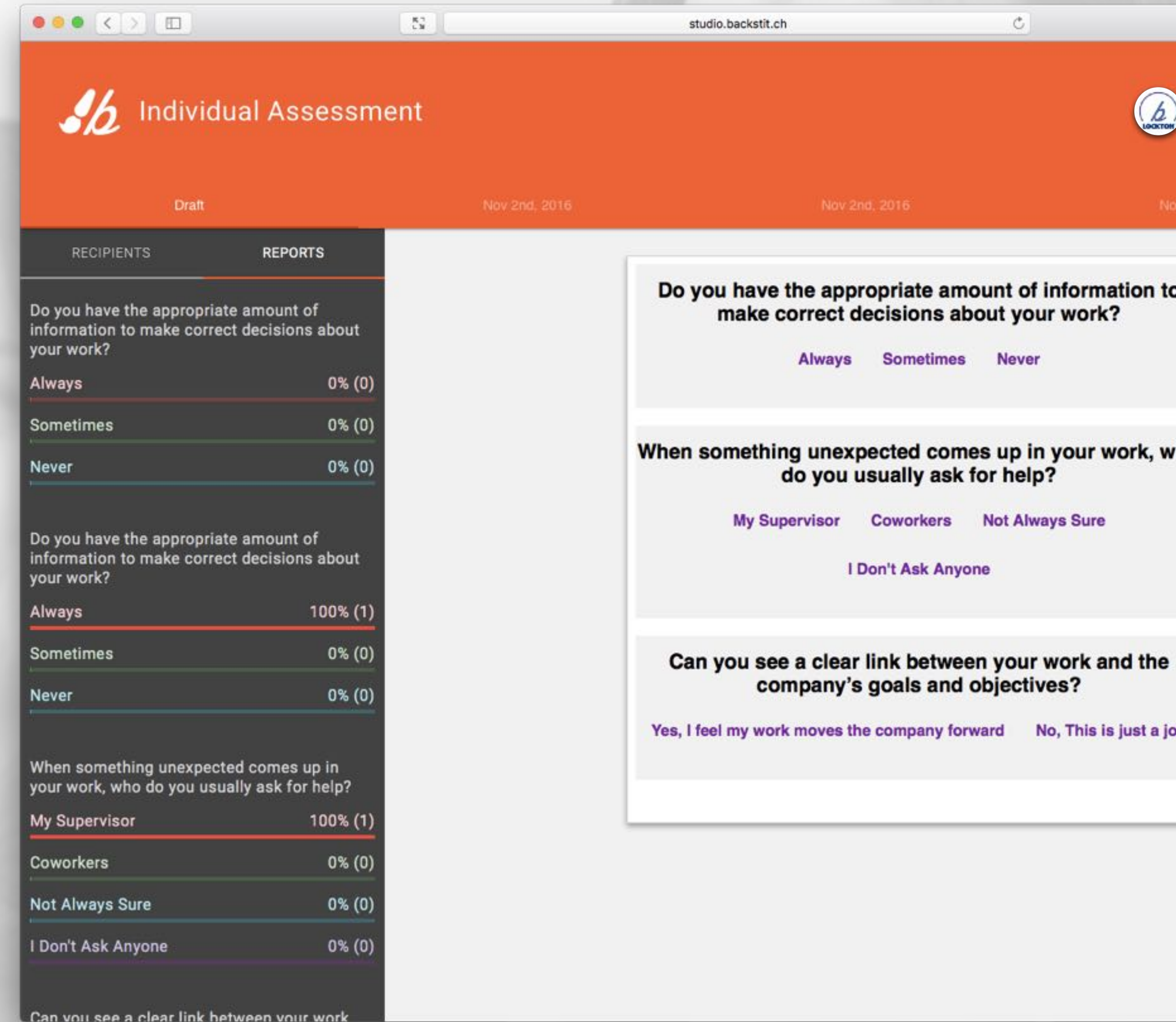
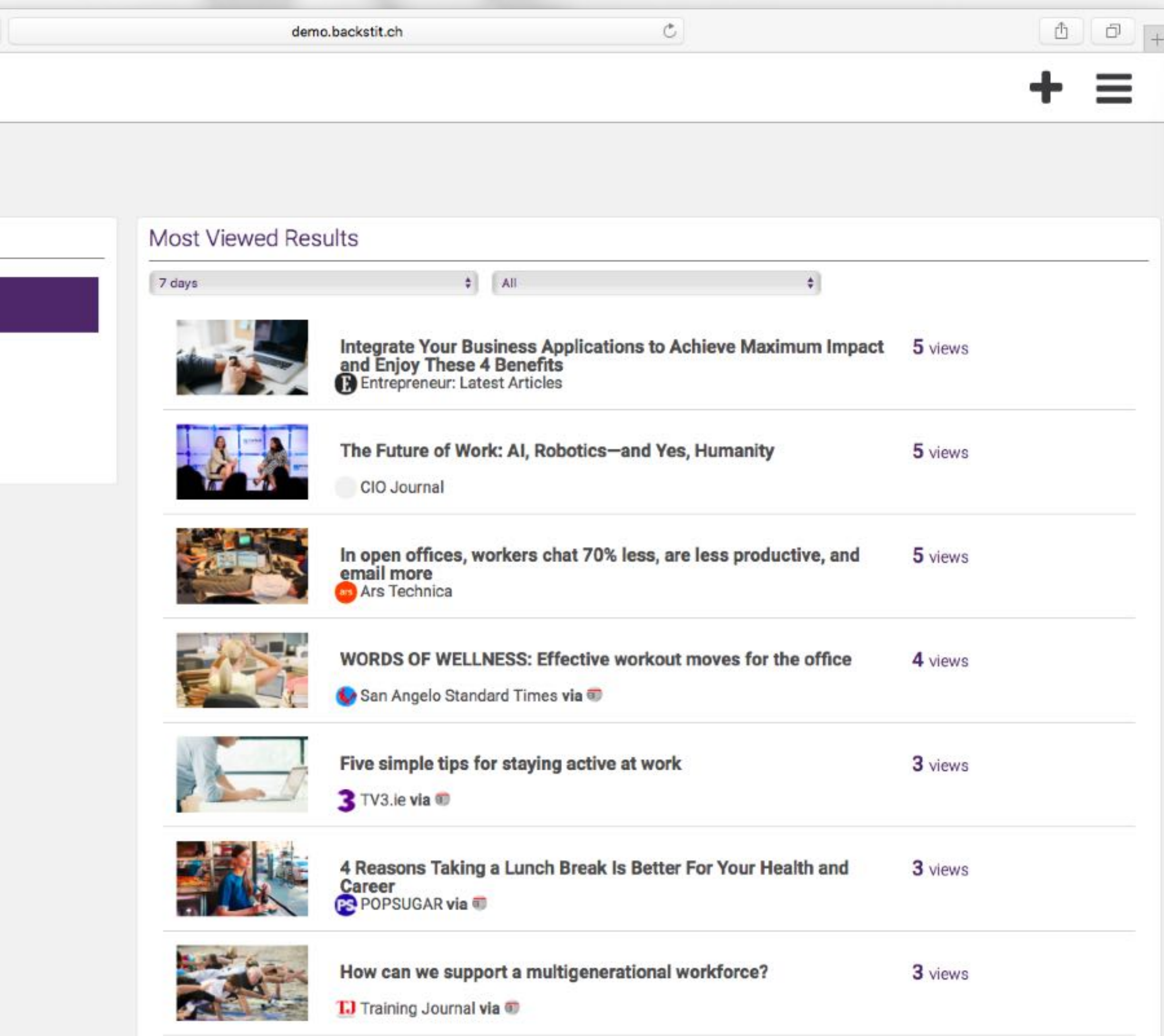
Open Enrollment, Benefits Guides, Total Rewards Statements



100% Paperless Employee Documents



Measure Engagement and Collect Feedback



Personalized Email Digests

