

## ABOUT CLIENT

Industry: Hospitality  
Size: 100+ employees, 3 restaurants  
Name: King's Caffe  
Project duration: 6 weeks

## SERVICES PROVIDED

- HR Policies and Procedure Development
- Organizational Culture and Communication

## CHALLENGE

In-depth interviews revealed that **internal communication** was **fragmented** and **inconsistent**. Information was often **lost** "along the way," and employees – especially those without digital access – felt **excluded** from important information and decisions and **lost** without indication of the organization's direction. This **negatively** impacted **motivation, sense of belonging, and interpersonal relationships**.

## SOLUTION

- ✓ I created an Employee Handbook as a reference point for all key (and verified) information in one place for existing employees, and as a fundamental tool for onboarding and conveying organizational culture to new employees. It contains QR codes linking to 7 key internal policies and manuals, either created or revised: Work Regulations, Code of Conduct, Living and Working in Croatia Handbook (for 3 different cities), Waitstaff Handbook, and Kitchen Staff Handbook.
- ✓ Implemented a quarterly Newsletter as the main channel for conveying: company vision, business direction, and announcements of important changes. Newsletter content was developed in collaboration with various departments – to ensure messages were authentic, diverse, and inclusive. Later distributed to employees in both electronic and printed formats.
- ✓ Installed physical bulletin boards in all restaurants and offices – as key communication points for employees without digital access. All newly introduced communications were posted on these boards: newsletters, regulations, notices, and other relevant information.
- ✓ Trained managers to take on the role of active communicators within their teams.
- ✓ Ensured all materials were bilingual (Croatian and English) due to employee structure, making communication accessible and understandable to everyone..

## BENEFITS

1. Communication has become **accurate, accessible, consistent, and understandable** to everyone – regardless of location, language, or digital connectivity.
2. Employees began feeling informed, included, and valued, which was reflected in **engagement and team dynamics**.
3. The electronic newsletter has become a tool that **connects all levels** of the organization with its values, goals, and guiding vision.
4. A sustainable communication system has been established that transcends individuals – **culture** is being **communicated**, not just information.

## GOAL

Design a comprehensive internal communication system that:

- ensures equal access to accurate information for all employees
- encourages inclusion and a sense of belonging
- serves as a tool for strengthening organizational culture and trust
- functions as a foundation for implementing an Onboarding program.

### If this resonates with you:

*If you feel that "communication is getting stuck somewhere," and your employees aren't always in the loop – that's a sign your internal communication system needs attention.*

*Contact me – I can help you create a communication system that connects people and strengthens culture.*



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