



INTERNAL COMMUNICATIONS PEOPLE CHOOSE TO NOTICE

Make work worth tuning into.

The Grapevine helps growing and distributed companies communicate with enough clarity, rhythm, and personality that employees trust the message — and want to join the conversation.

POSITIONING

The Grapevine creates internal communication with enough clarity to trust, enough personality to share, and enough consistency to become familiar — built for the channels employees actually use.

WHAT YOU CAN USE

Internal campaign concepts

Turn a change, strategy, benefits update, culture moment, or leadership message into something worth noticing.

You get: a campaign idea, clear narrative, channel-ready pieces, and talking points.

Communication rhythm design

Create a recognizable pattern of leader notes, team conversations, stories, or live moments without adding noise.

You get: a useful editorial rhythm, formats, themes, and ready-to-use examples.

Cross-channel storytelling

Adapt one clear story for email, intranet, Teams or Slack, live meetings, and manager conversations.

You get: distinct versions and a release sequence that fits each channel.

Leader communication & coaching

Help leaders sound clear, confident, and human — especially when the message is difficult.

You get: remarks, honest FAQs, presentation direction, and rehearsal support.

Employee listening moments

Create a bounded way for employees to be heard, then show what leadership heard and what happens next.

You get: questions, facilitation, themes, and a follow-up story.

Technology adoption communication

Explain what a new tool means for daily work & make the launch better than a training link.

You get: an adoption story, practical examples, learning moments, and follow-up.

How we work**> Asks**

Short interviews, quick audits, clear briefs.

> Does

Story, rhythm, creative direction, channel adaptation.

> Delivers

Messages, guides, campaigns, leader language.

How we work together

You bring goals, audiences, context, existing channels, and the real people behind the message.

NH Launch **finds the story, shapes the rhythm**, and builds creative direction so every channel feels connected and human.

You receive ready-to-use messages, leader language, channel guidance, campaign ideas, and reusable editorial direction.

A strong fit when

- > Important stories exist, but **attention is fragmented**
- > Messages **feel flat, scattered**, or easy to ignore
- > Employees hear **different versions of the same story**
- > Leaders want to be **clear without sounding scripted**
- > A lean communications team wants **senior creative partnership**
- > You want a **recurring rhythm**, not more noise

Value you can see

- > A **unifying story** people can repeat
- > A **dependable editorial rhythm** employees recognize
- > **Clearer, more confident** leader communication
- > **Channel-ready content** that fits how people work
- > Communication people **trust, notice, and remember**

Built around real attention. Not every message needs more volume. The right message needs a reason to matter — The Grapevine helps create that reason.

Senior thinking. Fresh energy. No handoffs.

The consultancy brings **senior thinking** and **sharp questions** to complicated ideas. The Grapevine is **led directly by NH Launch** — no layers, no rotating team.

The **scope stays modular**: one focused engagement, an ongoing partnership, or a blend shaped around what you need.

That means **faster answers, real judgment calls**, and creative direction that stays consistent — nothing diluted through account layers.

Is an important message getting lost?

Start with the story, the channels, and what needs to be heard.

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