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company, we're a startup with about 550 employees, operating in five countries with 1000, customers, everyone from Samsung, to Adidas, to you know, Sephora, and even some local brands that you might know here in BC, and we're a one stop shop, internal comms platform. So especially in this day and age with COVID, and everyone going remote for work, you have to reach out and connect with your employees and keep them on the same page in a number of different ways. There's companies with a lot of non desk workers, there's companies where email is the primary channel, but whether you're using an employee app, intranet, email, Slack, Microsoft Teams, or soon text message, staff base is the platform that you use to create, send and measure those communications.

Speaker 1 02:38

Oh Cool. So what is your kind of day to day look like there?

Adam Brayford 02:41

Yeah, well, okay, so in a startup world where so we've reached, you know, coming together with staff base, and formerly bananas egg, which is where I started bananas, it was the the email tool that then merged with staff base to form like a truly multi channel solution. That's a lot of change, though, you're going from a couple companies about 250 people to 500, suddenly, we have \$200 million of investments. And we're ultimately heading to, you know, IPO. So that's a lot of change for employees to go through. So my role as an internal comms professional, is to help people navigate that change, keep honest, transparent and productive communication between leadership and our people, and give people reasons to believe in our vision. And where we're going, you know, the internal comms function is a lot newer than external communication than marketing. It's not something that anyone was talking about when I was a student at SFU. But it is, more and more people are realizing how foundational it is to achieving your goals as a company, because your employees are your biggest resource that your biggest relationship, your biggest stakeholders, and potentially your biggest champions, or your biggest risk, if you're not treating them well, and really staying on top of where they are, it all starts with having a really good solid communication strategy. And part of that is, you know, the different kinds of stories that we tell, y@

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Adam Brayford 05:15

Yeah, you know, it's interesting, I never saw myself getting into internal communication. But that is kind of the story with anything I've gone into. I've surprised myself a number of times by happening upon an opportunity that I just couldn't pass up and saying, yes, and diving into it headfirst. It's all about kind of budget and focus, and how you operate your business. If you were to talk to a communicator, 15 years back, their view of communications would be different, too, because it would be way more focused on traditional methods of reaching an audience, which most often was media, through the media, rather, and setting up interviews like that. Whereas the conversation has shifted a lot more towards strategic communication, how to align an organization around a solid comms strategy to help them achieve their goals. And, you know, organizations are realizing more and more, you know, you look at what happens in different companies, there is the situation in Facebook recently, with the most recent whistleblower, Hootsuite has had their share of situations like that. And there's an element of how you run your business and how much trust you have in your leadership that's out of our hands as communicators, but at the very least, organizations are realizing that they need an expert who really understands what it's going to take to bring, you know, 10s of 1000s of employees around the world to the same direction that you're hoping to take your company. So yeah, I am kind of getting lost and forgetting the questions, but let me know if I'm not touching on them.

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Speaker 1 06:49

No, it's all right. You mentioned at the beginning of that answer there that, you know, you kind of surprised yourself, and you didn't really kind of see when you first graduate SFU maybe which I'm sure a lot of students are in that position, myself included. We don't really know where you're gonna go after you graduate. So what was something that kind of got you interested in? Professional Communications career path? Was there anything?

Adam Brayford 07:12

Yeah, so it's funny, I think a lot of people in communication struggle with this issue, and especially communication, the way it's set up at SFU. Because it's very broad. And there's so many opportunities to go into. And that makes it hard. Because, you know, we are not a software engineer who goes to be trained in that, and then does it. There's a lot of different doors that you can take. So what initially turned me on to communication, I started as a science student at SFU, I figured I'd be some sort of CSI person, because, you know, those are the shows I watched in high school. And that was my understanding of what a career was, yeah. Then I get SFU. And realize, you know, I am really interested in this stuff, but I suck at it. So I spent a little bit of time dating the option of being a teacher. So I started taking French courses, because I was do did French and I thought it'd be a French teacher. I ended up keeping going and French the whole time. But finally, when I spoke to an academic advisor, I talked about, you know, hey, I might be interested in journalism. And so they pointed me towards comms and that, you know, the path ebbed and flowed from there, you mentioned Co Op before, Co Op was along with being involved in IBC, the the the global comms Association, the biggest game changer for me as a student, that helped me figure out what I didn't want to do and did. So you know, I got to try out the flip side of journalism, which is PR, I got to do a lot of media interviews, which is really fun. And it helped me realize that, you know, that area of comms wasn't for me, but I did like public speaking. I got to try out work in SFU, which, you know, led

to a career at SFU.

speech, the yes, we c

Amazing. I'll follow you back. There's a great interview. Good questions. Thanks, buddy. Yeah,

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Speaker 1 18:36

no problem. Thank you again for coming on. And I'm looking forward to hearing from you again someday soon in the future.

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Adam Brayford 18:44

Fantastic. Talk soon.

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Speaker 1 18:46

Awesome. Well, thank you, Adam.

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Adam Brayford 18:47

Bye now.