

CASCADE SUITE

INTERNAL COMMUNICATIONS INFRASTRUCTURE

Built for the moments when messages must land.

Trust erodes at every handoff. Most organizations communicate without the infrastructure to make messages land beyond leadership. The Cascade Suite solves that at the systems level, for the internal communications leaders who own the message chain.

THE PROBLEM

Communication doesn't fail at the top. It fails on the way down.

Managers receive enterprise messages with no preparation for the conversation that follows. Comms leaders have no consistent framework to prioritize work, defend decisions, or prove strategic value. And no one can measure whether any of it moved trust. The Cascade Suite targets each breakdown, one tool at a time.

HOW THE SYSTEM WORKS

01 Message enters the system

A comms request hits the Prioritization Engine. It's scored, ranked, and either approved or deferred with documentation stakeholders can see.

02 Managers are prepared, not just informed

Cascade converts the approved message into a prep guide, so managers walk into team conversations ready for the questions that come.

03 Patterns surface over time

The Quarterly Dashboard reads across the queue: volume, risk, and audience load, not just what went out but what it cost the organization to absorb.

04 Trust becomes measurable

The Measurement Layer feeds signals back in, turning the system into evidence of causation between communication quality and trust trajectory.

THE SUITE · FOUR TOOLS, ONE SYSTEM

01

Cascade

Turns any corporate message into a manager prep guide: a plain-language summary, ranked team questions, and a ready-to-run huddle playbook. From message to ready in under two minutes.

• LIVE

02

Prioritization Engine

Scores communication requests against organizational reality: reputational risk, audience load, and time sensitivity. Gives comms leaders a defensible record and the data to measure resourcing.

• LIVE

03

Quarterly Dashboard

The output layer of the Prioritization Engine. Surfaces patterns across the queue, including which audiences absorbed the most load, where capacity gaps show up, and what the data says about trust trajectory.

• LIVE

04

Measurement Layer

Closes the loop between communication output and trust trajectory. Moves measurement from activity proxies to defensible trust signals: manager confidence scores, clarity pulses, and verbatim sentiment shift.

• LIVE

BUILT FOR

Heads of Internal Comms

Sr. IC Managers

Directors of Internal Communications

Change & M&A Integration Leads

PRACTITIONER PERSPECTIVE

"We recovered 50 eNPS points after a 100-point post-event drop, while navigating continued organizational transformation. The infrastructure was the difference."

Heather Vaughn · Head of Internal Communications, Viasat (2020-2026)

Silence is data. Most listening programs never read it that way.

Every CHRO owns a listening program: an engagement survey, a pulse tool, sometimes both. Signal Suite reads that data the way a practitioner would walking into the room, for the CHROs and People leaders who have to act on it.

THE PROBLEM

A dashboard shows the score. It doesn't say what a quiet room means.

Most listening programs treat participation as a footnote on the sentiment score instead of a signal in its own right. And most findings get handed to leadership as a document that assigns blame across functions, which makes the next survey harder to launch, not easier.

HOW THE SYSTEM WORKS

01 Listening data comes in

A HundredX pulse, an engagement survey, or any periodic check-in feeds the Trust Signal Interpreter, participation and non-response included.

02 The interpreter reads it like a practitioner would

The tool returns a one-page executive brief: what the data says, what it doesn't, and what leadership can do next.

03 The loop closes with the organization

Loop Closer turns findings into a "you said, we did, what's next" narrative, scoped to what HR and People teams actually control.

THE SUITE · SIGNAL SUITE

01 Trust Signal Interpreter Turns listening data into a one-page executive brief. Reads participation and non-response as signal in their own right, not just a footnote on the sentiment score. • LIVE	02 Loop Closer Closes the loop after a listening cycle with a "you said, we did, what's next" narrative, scoped to what HR and People teams actually control. PLANNED
03 Manager Conversation Guide Extends manager preparation into the post-listening layer: what leaders say to their teams once results are in, translated the same way Cascade translates a leadership announcement. PLANNED	

BUILT FOR

CHROs	VPs of People
Change & M&A Integration Leads	People Analytics Leaders

THE ORGANIZING PRINCIPLE

"A dashboard shows you the score. It doesn't tell you what it means when a third of the room went quiet. Signal Suite does."

WHAT THIS IS BUILT ON

Infrastructure, not inspiration. Durable systems that work during a RIF, a merger, or a CEO transition, not just a good quarter.

Honest measurement over vanity metrics. Open rates tell you someone clicked. They don't tell you whether communication changed anything.

AI as a means, not the message. Fifteen-plus years of practitioner knowledge encoded into tools anyone on your team can use.

A capability tool, not a transparency tool. Findings are framed as what leadership can do next, never as a cross-functional accountability document.