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Engage for Success joins PSA Group on new online comms/content creation service for the internal communication community, powered by internalDesk.

Engage for Success, the leading movement promoting the value of employee engagement has become the latest member of new online service Muse. It joins PSA Group UK (the company responsible for the Peugeot, Citroën and DS Automobiles brands) as the first two members to sign up to the service which launched at the start of 2017.

[Muse](#), the brainchild of specialist ad agency Woodreed, has been created specifically to improve the quality and effectiveness of internal communication, develop professional skills and raise engagement across organisations.

Muse is built on a leading global social communication platform from Sweden based internalDesk. internalDesk have combined behavioural science, change management and strategy implementation to develop an intuitive user-centric platform designed to drive organisational engagement.

Muse offers a unique combination of three essential services to HR, internal communication and employee engagement professionals with one simple, affordable monthly subscription:

- **A content editing and creation service for all employee comms**
- **An ever-growing library of industry thought leadership, insight and information along with training exercises to help upskill HR and internal comms professionals**
- **A community hub of selected organisations from a range of sectors to share, learn and seek recommendations**

Woodreed's MD, Jo Moffatt says: "We kept seeing the same challenges arising among our clients again and again - how to maintain a high standard of consistent

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internal comms when there are multiple creators, a need to keep on top of latest industry insights, trends and development, and a desire to learn from others outside their own organisations. Muse is the answer.”

Arnaud Henneville, CEO of internalDesk says: “We’re delighted to be able to work alongside Woodreed to deliver Muse. We welcome Engage for Success and look forward to continuing our successful relationship with Woodreed as they establish Muse in the internal communications marketplace”



For more information please contact Charlotte Dahl, Creative Planning Director at Woodreed on 01732 424342 or email cdahl@woodreed.com

Notes to editors

About Woodreed. Woodreed is a specialist advertising agency that’s been putting brand at the heart of internal communications since 1991. The agency treats employees like customers. This means using the same tools, methodology, brand insight and creativity that marketing teams use to engage consumers outside and applying them inside instead to engage employees and prospective employees.

www.woodreed.com

<http://woodreed.com/our-services/copy-shop/>

About internalDesk. internalDesk is a communication software for companies that need custom-made solutions. Why? Because one size does not fit all.

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