



Insights on engagement strategy

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Note: Content sourced from ICG Spark

The screenshot shows the ICG Spark social media feed interface. At the top, there is a search bar with the text "Search posts, topics, or people" and a search icon. Below the search bar, there are navigation tabs for "Featured", "Latest", "Trending", and "Resources". The main content area is divided into sections: "FEATURED", "LATEST", and "TRENDING".

FEATURED

- ICG**: 'ICG topped the best performance list for two consecutive years' within private debt. Includes a table with columns for "Layer one" and "Layer two".
- Private debt GP in Korea**: ICG has been voted best private debt firm for its performance, by South Korean institutional investors for the... (Published 3 hours ago)
- ANTJE HENSEL-ROTH**: Talent Development, Digital Learning, ICG Recognition, Executive Co-Investment.
- Reminder: Wi-Fi & personal device changes**: Includes an image of a hand turning a Wi-Fi switch on.
- ICG acquires further stake in Ocea Smart Building from Crédit Agricole...**: Includes an image of a smart building.

LATEST

- How did you use your Wellbeing Allowance?**: Spark • 2 hours ago
- Celebrating neurodiversity internationally! Join us on Tuesday with...**: Spark • 2 days ago
- Do you know an #SSMAzing: Student excelling against the...**: Spark • 1 day ago
- S. Korean LPs name 40 best alternative asset managers - KED Global**: Spark • 12 hours ago
- LastPass password manager - end of life, 31 March**: Spark • 22 hours ago
- CBS - remember to use GoSpace to reserve your place in the office**: Spark • 1 day ago

TRENDING

- Benoit on stage at Hamilton Lane's Annual Meeting**: Ingo Heinen • 1 day ago
- Join this year's Finsbury Park 'Tough Mudder'**: Spark • 2 days ago

ICG overview

Global alternative asset manager

34
Year track record

\$74.5bn
AUM

580
Employees

15
Countries

• ICG Offices



Structured & Private Equity | \$26bn

Private Debt | \$22bn

Credit | \$17bn

Real Assets | \$9bn



Corporate Affairs team

- 7-person team
- Responsible for:
 - Media Relations
 - Internal Comms
 - Digital & Content
 - Corporate Brand
 - Events
 - Public Affairs

Our journey with Firstup



Early 2021

- Corporate Affairs propose adopting Firstup to ICG's executive committee
- Third-party research confirms that perceptions of ICG held by employees and external stakeholders tend to be fragmented (concerning teams and strategies not the firm as a whole)



Summer / Autumn 2021

- Corporate Affairs work closely with Firstup (along with ICG's HR and IT teams) to develop a more secure version of the platform to comply with the firm's minimum cyber security and data policies



Summer 2021

- Firstup system is integrated with employee data on Workday
- The two platforms continue to share data on a daily basis, meaning that new starters can access the platform immediately and leavers are blocked



Sep/Nov 2021

- Content is added and the platform is previewed to employees at company Town Hall
- ICG introduce an internal competition to choose a name
- 'ICG Spark' is launched with a video from the CEO challenging employees to 'spark an idea'



Nov 2021

- Authorisation process for sending internal emails to large audiences is centralised, helping to promulgate Spark as the main forum for internal communication
- Corporate Affairs conduct 1-1s with senior employees and brief teams on Spark



2022

- Employees are encouraged to download the Spark iPhone app and shown how to post content themselves
- Spark mobile push notifications prove challenging and require software to be rebuilt by Firstup from the ground up

How we use Spark



What we post

- Business activity and organisational updates (deal news, security updates, policy changes etc.)
- Social, cultural and festive content
- Events (internal and external / invitations, reminders and recaps)
- Charity and volunteering (opportunities, accomplishments, and fundraising)
- Employee/D&I Network updates



Where we post

- Country-specific channels
- Team-only channels
- Investment news channel
- Global company news channel



Who posts

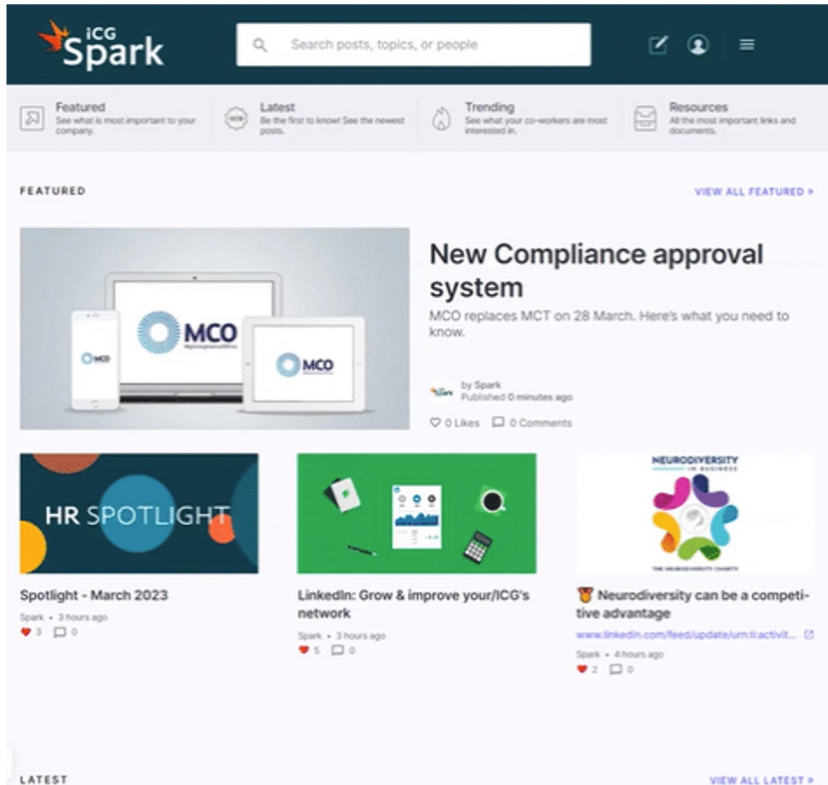
- Corporate Affairs team manage and schedule most posts
- Employees can post own content in certain channels where they are pre-authorized to do so
- Content can be posted as 'Spark' or other author
- All employees can like and comment on posts



How we post

- Typically, content is sent to Corporate Affairs team in the form of a word doc or email, which the team edit, format and publish in the backend of Spark
- A more user-friendly and accessible publishing platform is available for employees to use to upload their own content

Spark as a tool for enhanced employee engagement



Simplified communication via single, unified platform, with intuitive and appealing digital interface



Ability for users to tailor content to their interests and location, in addition to centrally published content driven by the comms team



Continuous improvement and customisation facilitated by insights and analytics



Employee engagement encouraged and made easy through ability to submit user generated content, comment on posts and “like” posts




Culture ‘drip feed’ through content that supports ICG’s purpose and values, as well as business objectives



Also an important resource bank / information hub, comprising long-life content (useful for new joiners, and for all employees to gain a holistic overview of ICG)

Best performing Spark posts

Top five posts published in year to 6th April 2023, based on number of likes



Getting into the festive spirit at Procession House with Vijay's trolley of mince pies and mulled wine, a Christmas prize draw, and seasonal drinks!

by Spark
Published December 09, 2022

Likes 40

LIKED BY

Top Comments 1 COMMENT

Andrew Lewis December 09, 2022
A massive thank you to Kerry C, Anna M and Lee W for all the organising. Also to them, Priya R and Hannah W for running things on the day, to Vijay for leading an extremely popular trolley expedition and to everyone who donated!

Write a comment...

0/500

Best performing Spark posts

Congrats to everyone who took part in yesterday's J.P. Morgan Corporate Challenge, on a beautiful day in Battersea Park!

by [James Arnott](#)
Published July 08, 2022

👍 Likes 34

LIKED BY

Top Comments 5 COMMENTS

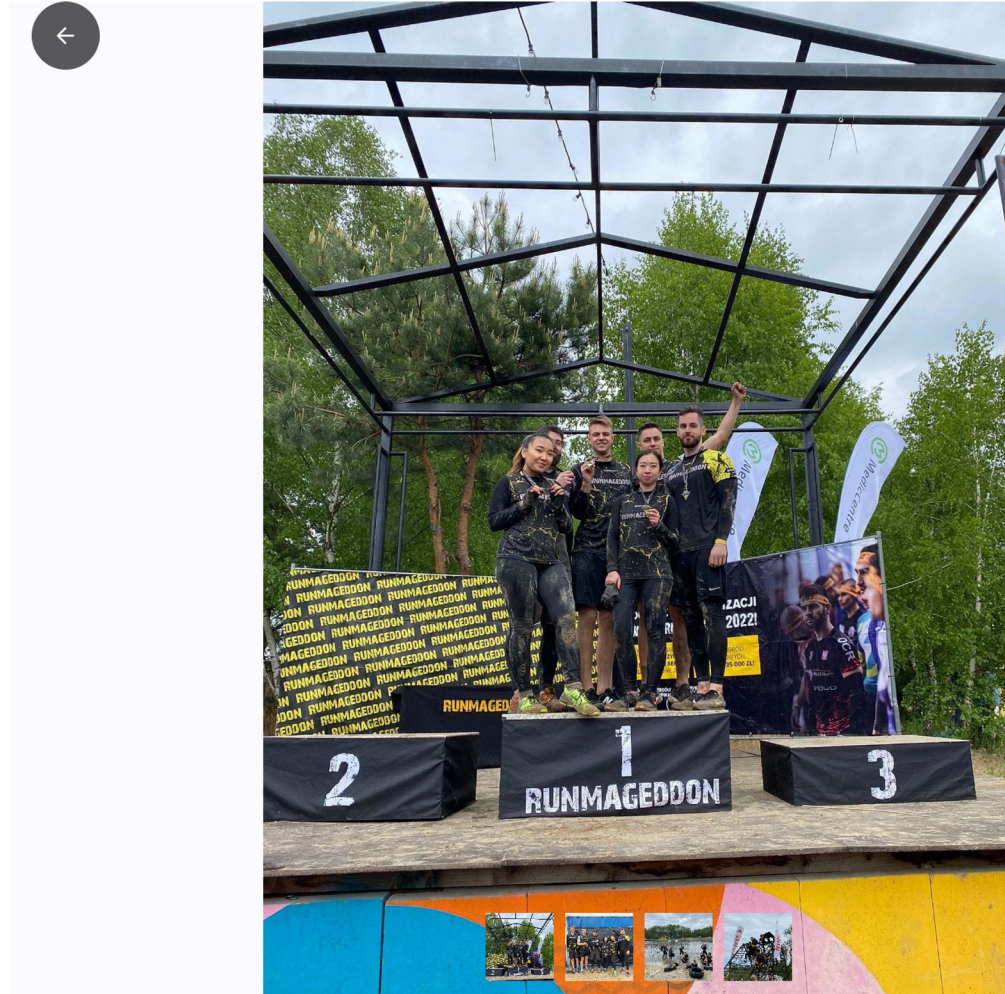
- [Lyn Rummell](#) July 08, 2022
Well done all!
👍 • Reply
- [Chris Woods](#) July 08, 2022
Well done everyone! Hoping to join next year.
👍 2 • Reply
- [James Arnott](#) July 08, 2022
[@fiona.laffan](#) a bit hot for any PBs perhaps, but not too hot to enjoy the run!
👍 1 • Reply
- [Anonymous](#) July 08, 2022
Well done everyone
👍 1 • Reply
- [Fiona Laffan](#) July 08, 2022
Hope it wasn't too hot!
👍 • Reply

Write a comment...

0/500

Note: Content sourced from ICG Spark

Best performing Spark posts



Last weekend in Warsaw, ICG Warsaw employees took part in Runmageddon - an unusual obstacle race with a sports and adventure character. That was a D&I initiative that was organized for the Warsaw office. It was a great time to strengthen teamwork skills and warm up mutual relations. Thank you for participating in the event!

by [Bartek Szewczak](#)
Published May 16, 2022

👍 Likes 34

LIKED BY



Top Comments ▾

2 COMMENTS

- Bartek Cal May 16, 2022 ...
👍
👍 1 • Reply
- Fiona Laffan May 16, 2022 ...
Looks like a lot of fun!
👍 2 • Reply

Write a comment...



0/500

Best performing Spark posts



ICY G - (NYC D&I / Wellness) Soccer team kicks off season with a 7-2 victory!!

by Joe Pallotta
Published July 08, 2022

Likes 32

LIKED BY

Top Comments 5 COMMENTS

Joe Pallotta July 15, 2022
Hi All, we lost game #2 9-5 But we played some young college studs, hope to meet that team in final for redemption!!
• Reply

Chris Woods July 11, 2022
Epic!
• Reply

Edward Cuschieri July 08, 2022
Plus thanks to @joe.pallotta for taking the time to organize this and @alan.jones for the team name inspiration.
• Reply

Joe Pallotta July 08, 2022
Ed C, just in from London, showed our US opponent some real 'futbol' skills (scoring a hat trick); David Lee's speed was outstanding (scored 2 goals); Joe P. & Dan Ellis (netted 1 goal each); Niki, Sophia, & Natalie were solid on D - no one could get past them; Amanda G. showed why she played college soccer @Babson - her passing was amazing; Marc Cavallo was amazing in net (10+ saves); & Nicole Bleier managed the sidelines ... keeping us hydrated and cheered us on!! All around great team work!
• Reply


James Arnott July 08, 2022
7-2, what a win!
• Reply

Write a comment...

0/500

Note: Content sourced from ICG Spark

Best performing Spark posts



D&I Warsaw live cooking workshop

Last week in Warsaw, ICG Warsaw employees participated in the live cooking workshop. That was a D&I initiative that was organised for the Warsaw office. We spent time together, worked together, and finally ate together. Everyone had a lot of fun and this event warmed up our mutual relations. Thank you for participating in the event!

by [Bartek Szwczak](#)
Published May 24, 2022

👍 Likes 31

LIKED BY

Top Comments 5 COMMENTS

- [Hannah Sims](#) May 25, 2022
Pasta and wine... what's not to like! Looks great!
👍 2 • Reply
- [Mayelle Prata](#) May 24, 2022
The team had a blast ! Love the smiley faces
👍 1 • Reply
- [Chris Woods](#) May 24, 2022
LOVE this. And now very hungry! 😋
👍 1 • Reply
- [Fiona Laffan](#) May 24, 2022
Yum! Making me hungry...
👍 1 • Reply
- [James Arnott](#) May 24, 2022
Looks like a lot of fun - the fresh pasta looks amazing!
👍 5 • Reply

Write a comment...

0/500

Note: Content sourced from ICG Spark

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Thank you
