

Link to the podcast:

Episode 1:

<https://vimeo.com/1188251636/9d7c1564ce?share=copy&fl=sv&fe=ci>

Episode 2:

<https://vimeo.com/1188254319/3c46ed6adc?share=copy&fl=sv&fe=ci>

Episode 3:

<https://vimeo.com/1188254517/da77c26b87?share=copy&fl=sv&fe=ci>

Leading in a Matrix Podcast

As American Specialty Health (ASH) continues to grow and evolve nearly four decades after its founding, effective internal communication has become increasingly critical to how its 1,700+ employees collaborate, learn, and lead. In 2025, ASH sought a more engaging, scalable way to support training and development while reinforcing a matrixed, cross-functional workstyle across the organization.

To address this need, Engage! Creative Group, ASH's in-house marketing agency, developed *Leading in a Matrix*—a professionally produced, three-episode, internal video series. It was designed to elevate internal communications through high-quality storytelling, thoughtful production, and meaningful employee engagement.

A host was chosen from ASH's human resources (HR) learning and development team, because HR professionals are trained to communicate with authenticity and sincerity. This aimed to lower barriers and encourage employee engagement. Topics were carefully researched and selected, and scripts were crafted in a way that would facilitate genuine and logical conversation. The goal was for viewers to hear questions asked and answered that they themselves would instinctively think of throughout the course of the episode. Since the team knew that they wanted to balance on the fine line between informative and engaging, the scripts were then reviewed and edited by the experts in promotion and effective communication strategy on the creative copy team.

The Engage! Creative Group then pulled together executives and leaders from across the organization who had experience assembling, leading, and operating in matrix-style business models. Whether this experience was gained before or after they joined ASH, their experience with the matrix paradigm brought valuable cross-departmental perspectives directly to employees in an accessible, modern format. Each episode explored practical strategies, insights, and real-world experiences that help employees thrive within a collaborative matrix environment.

From a production standpoint, *Leading in a Matrix* was treated with the same rigor as an external-facing campaign. From script development to seamless recordings, the series required 60 hours of preparation from the host and more than 300 production hours from the Engage! Creative Group.

The result was a visually engaging, easily accessible internal communications asset that positioned learning and development content in a format that employees immediately recognized and valued—a professional talk show tailored specifically to ASH’s work environment. More than 200 employees engaged with the series, reinforcing its effectiveness as both a communications and training tool.

Employee feedback highlighted strong appreciation for the video podcast format, the authenticity of the speakers, and the relevance of the topics. Viewers noted that the series helped them feel more connected to colleagues and leadership across the organization, while making complex collaboration concepts more tangible and relatable.

The *Leading in a Matrix* podcast series aimed to bridge organizational silos, foster a culture of inclusivity, and drive ASH’s business goals forward—and judging by the feedback from employees, it delivered.

By combining strategic internal communications, executive storytelling, and high-quality video production, *Leading in a Matrix* successfully bridged organizational silos, supported cultural alignment, and advanced ASH’s business goals. The series stands as a clear example of how internal communications—when executed with creativity, intention, and production excellence—can drive engagement, learning, and meaningful organizational impact.