

Laura McLeod

Premera testimonials

As an internal communicator for Premera, I worked across the organization to help clients and coworkers develop and share their messages company-wide. Below, I've included a representative sample of their comments about my work, and about working with me. Sources include LinkedIn recommendations, performance reviews, projects evaluations, email messages and post-employment references.

- *Information Technology:* Laura is my go-to person for questions on writing and for brainstorming ideas around improving communications. I can totally count on her. She's curious, asks good questions, and has the ability to teach others through her writing.
- *Facilities:* I always found Laura to be extremely helpful with writing and editing articles and ensuring that content met company requirements. She asks good questions, and was always timely in her response, professional in person and a pleasure to work with.
- *Ethics and Compliance:* We collaborated on various company integrity-related initiatives and no matter what we did, Laura always had a great ability to wow us with an even better way to do it. She's a great team player, has great ideas, and turns high-quality work products out quickly. (via LinkedIn)
- *Human Resources / Learning and Development:* Laura (is) approachable, consultative and insightful, ensuring that the HR messages I need to convey will resonate with an enterprise-wide audience.
- *Human Resources / Total Rewards:* Laura has been a superb business partner in creating and editing many HR communications about Premera's 'Excellence' recognition and reward programs. She was instrumental in extracting a unique voice for each program and helped us simplify and shape messages to be crisp and succinct. A creative, motivating member of our cross-division workgroup, her humor and solid writing skills were extremely valuable. She is an excellent collaborator, and I consider her an irreplaceable communications resource, a leader and strong team player, and a fine example of excellence.
- *Strategic Development:* Laura is highly collaborative, able to think strategically about how to reach diverse audiences, and is an excellent writer. I always had confidence that Laura would produce messages that effectively communicated strategy.
- *United Way committee chair:* Laura provided solid communication for whatever the need, from short snippets to lengthy, attention-grabbing articles. I depended on her heavily and honestly believe I couldn't have done it without her.
- *Satellite campus:* Laura's creative ideas and energy helped us streamline corporate messaging for our Spokane campus with great results. Laura's passion for communications was evident and very much appreciated, and we were able to create a strong working relationship despite our different locations.
- *Client comment (anonymous, 2014 performance review):* I appreciate Laura's commitment and fortitude to be a catalyst for change, and her approach to changing the culture and the use of communication to do that. While changing culture is not an overnight thing, Laura is a role model for managing through change.

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- *Payroll:* Payroll and Procure-to-Pay can often be dry and boring, like expense policies. Laura always has fresh ideas and is open-minded; she's responsive, articulate, and always delivers on time. She consistently turns our messages into something wonderful that employees read. She also exemplifies our company values: Excellence, Customer Care, Teamwork, and Integrity.
- *HR Training and Development:* As a senior design specialist, I worked on several projects with Laura in support of Corporate Communications. Although we weren't teammates – I work in Human Resources – we were paired to produce several videos for Premera's leadership, including its CEO. We collaborated on writing and in-house production aspects. I mentored Laura on filming techniques and she returned the favor by helping me become a better writer. I admire her writing and editing abilities, especially when it comes to creative writing and great eye for finding perfect talking points. Laura was always a joy to work with, professional and fun. She knows her stuff and is a team player. She met tough deadlines, always with a positive attitude. I am happy to provide a recommendation as I sincerely believe she would be an asset to any company. I miss working with her.
- *Facilities:* I worked with Laura on a variety of different initiatives. She brought her expertise every time Facilities had a communications need. Her written communication for us included educational articles, announcements, and business continuity updates. The audience for these communications ranged from specific users to company wide distribution. Her timing and response to our requests was terrific -- she understood when something needed to go out quickly, obtained the necessary approvals, and made that happen while managing her existing workload. Laura consistently asked great questions and did a good job defining the context for any assignment. I considered her my "communications consultant" as she would advise and refine the original request to achieve an even better result. Laura demonstrated the ability to work quickly when needed and yet remain calm in handling the variety of requests with critical deadlines. Laura is a skilled communications consultant and I highly recommend her.

For more reflections on my work, please see my [LinkedIn profile](#). References are also available.