**2015 Executive Communication Plan**

**NAME** – Title

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| **Plan Objective** – Increases leadership visibility and engage GROUP employees to achieve business objectives |
| **Plan Strategies** | **Set direction** | **Be visible** | **Drive performance with communication** |
| * Share direction for GROUP
* Use consistent messages
* Explain/Connect to COMPANY strategy
* Recognize performance
* Close information gaps
 | * Be visible, listen for feedback
* Face-to-face meetings with various audiences
* Site visits, Lunch & Listens
* Yammer
* Letters/Videos/Emails
 | * Corporate strategy (three focus areas, etc.)
* Five U.S. priorities
* GROUP objective and goals
* Create collaboration with other divisions
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| **Event** | **Frequency** | **Objectives** | **Who Participates?** | **Who Leads?** | **Who Coordinates?** |
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| **Event** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
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