**2015 Executive Communication Plan**

**Leader Name** – Senior Vice President, That Big Division

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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
* DIVISION objective and goals
* Create collaboration with other divisions
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| **Event** | **Frequency** | **Objectives** | **Who Participates?** | **Who Leads?** | **Who Coordinates?** |
| Meetings with larger leadership team | Monthly | * Share DIVISION success
* Collect info to share with DIVISION
 | LEADER | LEADER’S BOSS |  |
| DIVISION leadership staff meetings | Monthly | * Update DIVISION leaders, share information
* Make decisions and resolve problems
* Share accomplishments and opportunities
* Debate issues
 |  | LEADER | Admin. Assistant |
| DIVISION Performance Meetings | Quarterly | * Share company and DIVISION performance
* Solicit field input
* Share information on timely DIVISION topics
* Recognize individual/team efforts that support the strategies (celebrate success)
 |  | LEADER | Admin. Assistant |
| Functional/business review meetings | Monthly | * Quick review of monthly business
* Resolve issues
* Plan for next month
 |  | LEADER | Admin. Assistant |
| All DIVISION employee calls + town hall | Quarterly | * Report financial results, DIVISION news
* Share successes, relate to strategies
* Recognize performance
* Answer employee questions
 |  | LEADER | Comms TeamAdmin. Assistant |
| DIVISION Site Visits(Events: Meet with Leaders, All-Hands Meetings, Walkarounds, Team Dinners, etc.) | 6 per yearFactories,Offices,Etc. | * Visibility to site leadership and site employees
* Set direction and reinforce strategies
* Recognize outstanding accomplishments
* Receive feedback from local management
* Improve morale and engagement
 |  | LEADER | Comms TeamAdmin. AssistantLocal leaders |
| U.S. regional sales meetings | 5/year | * Share sales strategy, incentives plans for year
* Recognize accomplishments
* Listen to feedback/issues
 |  | LEADER | Comms TeamAdmin. Assistant |
| Written DIVISION update  | Monthly | * Cascade info & decisions from staff meetings
* Update on business results
 |  | LEADER | Comms Team |
| Videos/Letters/Blogs | As needed | * Give direction and share vision
* Relate initiatives and to growth strategies
* Improve morale
 |  | LEADER | Comms Team |
| LOCAL OFFICE Walkarounds  | Monthly | * Provide opportunities to talk to LEADER
* Seek employee points of view
* Leadership visibility by walking around
 |  | LEADER | Comms TeamAdmin. Assistant |
| LOCAL OFFICE Lunch & Listens | 6 per year | * Informal point of contact with employees
* Maintain engagement with employees
* Answer employee questions
 |  | LEADER | Comms TeamAdmin. Assistant |

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| **Event** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| Quarterly earnings calls | **1/23** |  |  | **4/30** |  |  | **7/26** |  |  | **10/24** |  |  |
| Meetings with larger leadership team | **1/15** | **2/15** | **3/15** | **4/15** | **5/15** | **6/15** | **7/15** | **8/15** | **9/15** | **10/15** | **11/15** | **12/15** |
| DIVISION leadership staff meetings |  | **2/1** |  |  | **5/1** |  |  | **8/1** |  |  | **11/1** |  |
| DIVISION Performance Meetings | **1/X** | **2/X** | **3/X** | **4/X** | **5/X** | **6/X** | **7/X** | **8/X** | **9/X** | **10/X** | **11/X** | **12/X** |
| Functional/business review meetings | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| All DIVISION employee calls + town hall |  | **2/7** |  |  | **5/7** |  |  | **8/7** |  |  | **11/7** |  |
| DIVISION Site Visits |  | **X** |  | **X** |  |  |  | **X** |  | **X** | **X** |  |
| U.S. regional sales meetings | **X** |  | **X** |  | **X** |  | **X** |  | **X** |  | **X** |  |
| Written DIVISION update  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Videos/Letters/Blogs | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| LOCAL OFFICE Walkarounds  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| LOCAL OFFICE Lunch & Listens |  | **X** |  | **X** |  | **X** |  | **X** |  | **X** |  | **X** |