**2016 Executive Communication Plan**

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

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| **Plan Objective** – Increase leadership visibility and engage GROUP employees to achieve business objectives | | | |
| Plan Strategies | **Set direction** | **Be visible to build trust** | **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 * Letters/Videos/Emails * Social media visibility | * Corporate strategy (three focus areas, etc.) * Five U.S. priorities * DIVISION objective and goals * Create collaboration with other divisions |

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| Activity | Frequency | Objectives | Who Participates? | Who Leads? | Who Coordinates? |
| LEVEL ABOVE Update/Meeting | Monthly | * Share DIVISION success/updates * Collect info to share with DIVISION | LEADER & PEERS | LEADER’S LEADER | ASSISTANT |
| DIVISION leadership staff meetings | Monthly | * Update DIVISION leaders, share information * Make decisions and resolve problems * Share accomplishments and opportunities * Debate issues, listen | DIRECT REPORTS | LEADER | 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) | DIVISION LEADERS | LEADER | ASSISTANT |
| Functional/business review meetings | Monthly | * Quick review of monthly business * Resolve issues * Plan for next month | Business/Function leaders | LEADER | ASSISTANT |
| All DIVISION employee town halls | Quarterly | * Report financial results, DIVISION news * Share successes, relate to strategies * Recognize performance * Answer employee questions | All DIVISION | LEADER | Comms Team  ASSISTANT |
| DIVISION Site Visits  (Events: Meet with Leaders, All-Hands Meetings, Walkarounds, Team Dinners, etc.) | 6 per year  Factories,  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 | Local teams | LEADER | Comms Team  ASSISTANT  Local leaders |
| U.S. regional sales meetings | 5/year | * Share sales strategy, incentives plans for year * Recognize accomplishments * Listen to feedback/issues | Sales teams | LEADER | Comms Team  ASSISTANT |
| Written DIVISION business updates | Monthly | * Cascade info & decisions from staff meetings * Update on business results | All DIVISION | LEADER | Comms Team |
| Videos/Letters/Blogs | As needed | * Give direction and share vision * Relate initiatives and to growth strategies * Improve morale | All DIVISION | LEADER | Comms Team |
| LOCAL OFFICE Walkarounds | Monthly | * Provide opportunities to talk to LEADER * Seek employee points of view * Leadership visibility by walking around | LOCAL EMPLOYEES | LEADER | Comms Team  ASSISTANT |
| LOCAL OFFICE Lunch & Listens | 6 per year | * Informal point of contact with employees * Maintain engagement with employees * Answer employee questions | LOCAL EMPLOYEES | LEADER | Comms Team  ASSISTANT |

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| Activity | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Quarterly earnings calls | **1/23** |  |  | **4/30** |  |  | **7/26** |  |  | **10/24** |  |  |
| LEVEL ABOVE meetings | **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 |  | **2/13** |  |  | **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 town halls |  | **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 business updates | **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** |