**2016 Executive Communication Plan**

**NAME** – Title

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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
* GROUP objective and goals
* Create collaboration with other divisions
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| Activity | Frequency | Objectives | Who Participates? | Who Leads? | Who Coordinates? |
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| Activity | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|  | **1/X** |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **2/X** |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **3/X** |  |  |  |  |  |  |  |  |  |
|  |  |  |  | **4/X** |  |  |  |  |  |  |  |  |
|  |  |  |  |  | **5/X** |  |  |  |  |  |  |  |
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