**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 |
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|  |  | **2/X** |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **3/X** |  |  |  |  |  |  |  |  |  |
|  |  |  |  | **4/X** |  |  |  |  |  |  |  |  |
|  |  |  |  |  | **5/X** |  |  |  |  |  |  |  |
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