Executive Communications Plan

**Activity Examples & Options**Select activities, copy to your plan, and adjust for your executive and his/her organization

CEO/Senior Executive level activities

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 |
| Leadership Team Meetings  (Staff Meetings) | Monthly | * Update staff, share information * Make decisions and resolve problems * Share accomplishments and opportunities * Debate issues, listen * Executive visibility at GEO locations | DIRECT REPORTS | LEADER | ASSISTANT |
| Town Halls  (Or All-hands Calls) | Quarterly | * Report financial results, big changes * Share successes, connect to strategies * Recognize performance * Answer employee questions * Align behavior, unify identity | TEAM | LEADERS  Other Leaders | ASSISTANT  Comms Lead |
| U.S. Country Leadership Meeting | Annual | * Gather organization’s leadership team * Share vision, strategy, change * Unite on plan going forward | Various U.S. leader groups | LEADERS  Other Leaders | ASSISTANT  Comms Lead |
| Division Business Reviews | 6-7 per year | * Visibility at division site * Review division business * Customer updates * Planning for future | Division leaders | LEADER | ASSISTANT |
| Site Visits  (Events: Meet with Leaders, All-Hands Meetings, Walkarounds, Customer Visits, Team Dinners, etc.) | 12 per year  Factories,  Offices,  Service Centers | * Leadership visibility to site leadership and site employees * Set direction and reinforce strategies * Recognize outstanding accomplishments * Receive feedback from local management * Improve morale and engagement | Site leadership and employees  Business leaders if possible | LEADER  Site leaders | ASSISTANT  Site leaders |
| TOPIC/PROJECT Reviews | As needed | * Discuss PROJECT, get updates * Make decisions, remove barriers * Connect progress with strategy, goals | Key team members | LEADER  Team Leaders | ASSISTANT |
| Videos/Letters/Blogs | Monthly | * Give direction and share vision * Relate initiatives to growth strategies * Be personal, ask for feedback * Improve morale/ease fears | TEAM | LEADER | Comms lead |
| Skip-level meetings | Monthly | * Listen to feedback on start, stop, continue * Discuss new ideas * Determine employee morale | Non-direct reports of LEADER  HR | LEADER | ASSISTANT |
| LOCAL OFFICE Town Halls | Annually | * Executive visibility * Share direction * Answer questions | LOCAL employees | LEADER | Comms lead |
| LOCAL OFFICE Walkarounds | Monthly | * Provide opportunities for teams to talk to LEADER * Seek employee points of view * Leadership visibility by walking around | LOCAL employees | LEADER | 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 lead |
| Yammer Jam | 3 per year | * Answer employee questions * Build engagement * Show personality, be visible | TEAM | LEADER | Comms lead |
| Community Visibility  (Guest speaking opps., openings, etc.) | As available | * COMPANY visibility * Share COMPANY vision, capabilities * Build community relationships * Thought leadership | Various audiences | LEADER | Comms lead |
| External Business Visibility  (Events, media interviews, roadshows, written articles, etc.) | As available | * Share company news or capabilities * COMPANY visibility * Build media or investor relationships * Answer questions * Thought leadership | Various audiences | LEADER | Comms lead |
| External Social Media Visibility | As needed | * Share news or opinion to boost visibility and engagement * Support COMPANY visibility * Reference other external activities | Social media | LEADER | Comms lead  LEADER |
| Other activity | As needed |  |  | LEADER |  |

Division Level Activities

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 Meetings | Monthly | * Update direct reports, cascade information * Make decisions and resolve problems * Share accomplishments and opportunities * Debate issues | 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) | ALL DIVISION | LEADER  Other leaders | ASSISTANT  Comms lead |
| Ops Council Meeting | Quarterly | * Review quarter’s business * Resolve issues * Plan for next quarter | OPS COUNCIL | LEADER | ASSISTANT |
| Field Visits  (Events: Meet with Leaders, All-Hands Meetings, Walkarounds, Customer or Store Visits, Team Dinners, etc.) | 6 times a year  Plants  Distribution  Sales | * Meet with leaders of 2-3 markets each visit * Review month’s business, set direction * Visibility to field employees and customers * Hear feedback from field leaders & employees * Improve morale and engagement * Connect in-person and build team | Site leadership and employees  Business leaders if possible | LEADER  Site leaders | ASSISTANT  Site leaders |
| Host CEO Field Visit  (Location TBD) | Once a year | * CEO visibility * Increase familiarity with operations * Boost morale | LOCAL SITE | LEADER  CEO | ASSISTANT |
| Customer Contacts | As needed | * Meetings or phone calls with customer leaders or other representatives | Customer, sales team, others | LEADER | Sales team  ASSISTANT |
| Skip-level meetings | Monthly | * Listen to feedback on start, stop, continue * Discuss new ideas * Determine employee morale | Non-direct reports of LEADER  HR | LEADER | ASSISTANT |

Business Unit Level Activities

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 |
| Business Unit Tactical Meetings | Weekly | * Function updates, share information * Make decisions and resolve problems * Discuss sales opportunities * Current projects status * Share accomplishments and opportunities * Debate issues, discuss new ideas | BU Senior Leaders | BU Manager | ASSISTANT  Comms lead |
| Strategic Outlook Meetings | Quarterly | * Determine strategic direction * Discuss competitive advantages * Discuss intra-ABB projects * Plan for team development | BU Senior Leaders | BU Manager | ASSISTANT |
| Finance and Operations Review | Monthly | * Review projects, functional updates * Review financial performance, metrics * Share news | BU Senior Leaders  BU Extended Management Team | BU Manager | ASSISTANT  Comms lead |
| All-hands meetings | Quarterly | * Share successes, relate to strategies * Recognize performance * Answer employee questions * Share BU news/direction * Share ABB news/direction * Report simplified financial results | All BU employees | BU Manager  Other BU Leaders | ASSISTANT  Comms lead |
| Skip-level meetings | Monthly | * Listen to feedback on start, stop, continue * Discuss new ideas * Determine employee morale | Non-direct reports of BU Manager  HR | BU Manager | ASSISTANT |
| Functional Meetings | Monthly | * Discuss function updates * Make decisions and resolve problems * Cascade information from operations review * Listen to feedback * Listen to guest from another function * Discuss new ideas | Function members | Function leader | Function leader |
| Quick Huddles | Weekly  (15 min) | * Share time-critical news/decisions from tactical meetings * Listen for questions * Develop leadership comm. capability | Function members | Function leader | Function leader |