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 | LEADERSOther Leaders | ASSISTANTComms 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 | LEADERSOther Leaders | ASSISTANTComms 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 yearFactories,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 employeesBusiness leaders if possible | LEADERSite leaders | ASSISTANTSite leaders |
| TOPIC/PROJECT Reviews | As needed | * Discuss PROJECT, get updates
* Make decisions, remove barriers
* Connect progress with strategy, goals
 | Key team members | LEADERTeam 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 LEADERHR | 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 leadLEADER |
| 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 | LEADEROther leaders | ASSISTANTComms 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 yearPlantsDistributionSales | * 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 employeesBusiness leaders if possible | LEADERSite leaders | ASSISTANTSite leaders |
| Host CEO Field Visit(Location TBD) | Once a year | * CEO visibility
* Increase familiarity with operations
* Boost morale
 | LOCAL SITE | LEADERCEO | ASSISTANT |
| Customer Contacts | As needed | * Meetings or phone calls with customer leaders or other representatives
 | Customer, sales team, others | LEADER | Sales teamASSISTANT |
| Skip-level meetings | Monthly | * Listen to feedback on start, stop, continue
* Discuss new ideas
* Determine employee morale
 | Non-direct reports of LEADERHR | 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 | ASSISTANTComms 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 LeadersBU Extended Management Team | BU Manager | ASSISTANTComms 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 ManagerOther BU Leaders | ASSISTANTComms lead |
| Skip-level meetings | Monthly | * Listen to feedback on start, stop, continue
* Discuss new ideas
* Determine employee morale
 | Non-direct reports of BU ManagerHR | 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 |