CHANGE COMMUNICATION PLAN

1. Objectives

- Ensure awareness of XXX.
- Instill a sense of organizational support within employees (e.g., let them know we care about them).
- Develop clear communication channels for updating progress on XXX.
- Drive usage of agreed upon communication vehicles (Webcasts, quarterly meetings, etc.)

2. Audiences

- XXXX leadership
- XXXX employees (YYY campus)
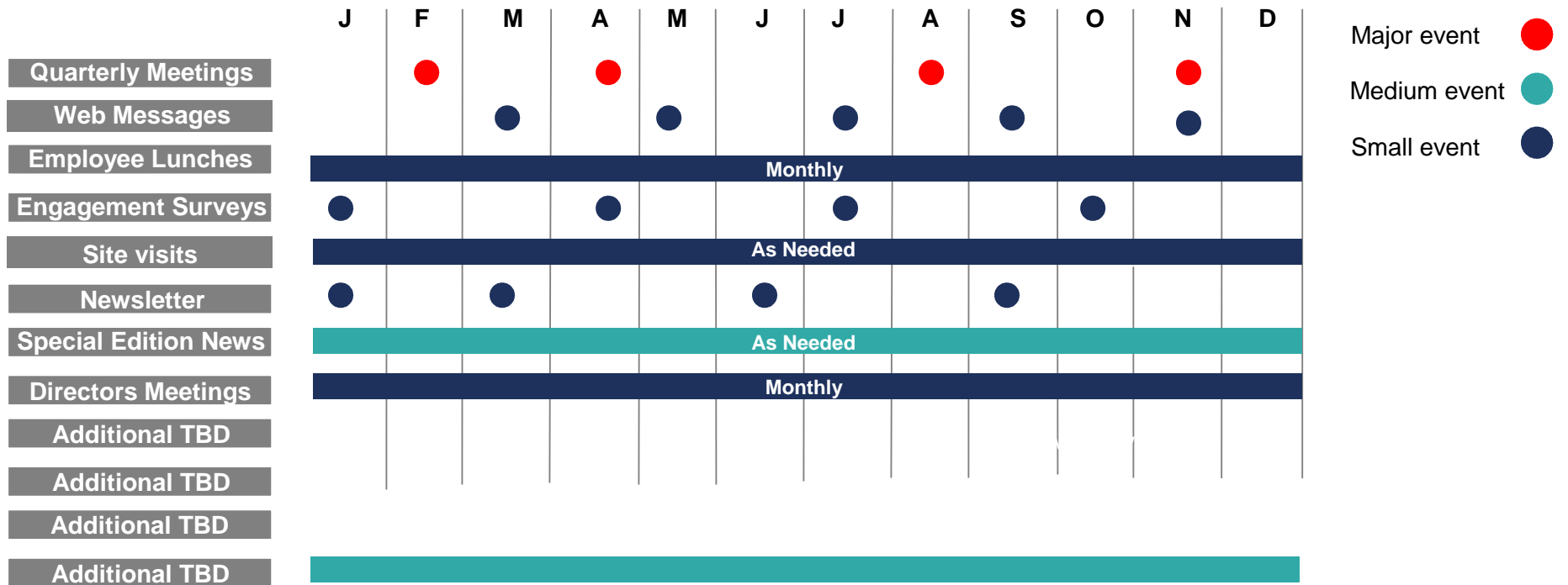- XXXX employees (U.S.-based offsite; international)

3. Measurement

- Annual survey results
- Employee retention
- Attendance at quarterly/monthly meetings
- Frequency of questions asked at quarterly/monthly meetings

► **Message Matrix:**

Item #	Audience	Message	Vehicles	Timing/frequency	Measurement
1	XXXX Leadership	• Our vision is to be XXXXX • Employees need to hear the vision spoken and see it being lived out in actions of leaders. • Employees need to know that you care about them and their contributions.	• Quarterly meetings • Directors meetings	Quarterly Monthly	Annual survey results
2	All employees (campus)	• XXX is a good place to work. • XXX cares about you and your contributions. • Our vision is to be XXXXX • XXX has a clear and actionable business plan. • The growth of your division is essential to overall success. • Your attendance/participation at communications events is beneficial to you.	• Quarterly meetings • Web stream messages • Employee lunches • Newsletter	Quarterly As needed Monthly Quarterly	Employee retention Attendance at communication events Frequency of questions asked
3	All employees (U.S.-based off-site and international)	• XXX is a good place to work. • XXX cares about you and your contributions. • Our vision is to be XXXXX • XXX has a clear and actionable business plan. • The growth of your division is essential to overall success. • Your attendance/participation at communications events is beneficial to you.	• Quarterly meetings • Web stream messages • Site visits • Newsletter	Quarterly As needed As needed Quarterly	Employee retention Attendance at communication events Frequency of questions asked

TRUPERCEPTION

► **Change Communication Timeline:**

	J	F	M	A	M	J	J	A	S	O	N	D
Quarterly Meetings		🔴		🔴				🔴			🔴	
Web Messages			🔵		🔵		🔵		🔵		🔵	
Employee Lunches	Monthly											
Engagement Surveys	🔵			🔵			🔵			🔵		
Site visits	As Needed											
Newsletter	🔵		🔵			🔵			🔵			
Special Edition News	As Needed											
Directors Meetings	Monthly											
Additional TBD												
Additional TBD												
Additional TBD												
Additional TBD												

Major event 🔴

Medium event 🟢

Small event 🔵

► **2008 Communication Timeline:**

Content	Vehicle	Audience
Scale: Major **Strategy, Performance**	**Quarterly communications meetings**	**All Employees**
Scale: Medium **Leadership updates, planning, feedback, uncertainty reduction, performance**	**Leadership team meetings**	**All Leaders**
	Lunches/site visits	**All Employees**
	Intranet stories	**All Employees**
	VOC feedback/effectiveness surveys	**All Employees**
	Web stream messages	**Divisional Employees**
Scale: Small **Operational messages, detailed/ routine info, targeted uncertainty reduction**	**Special Edition news messages**	**All Employees**
	Topic fact sheet	