

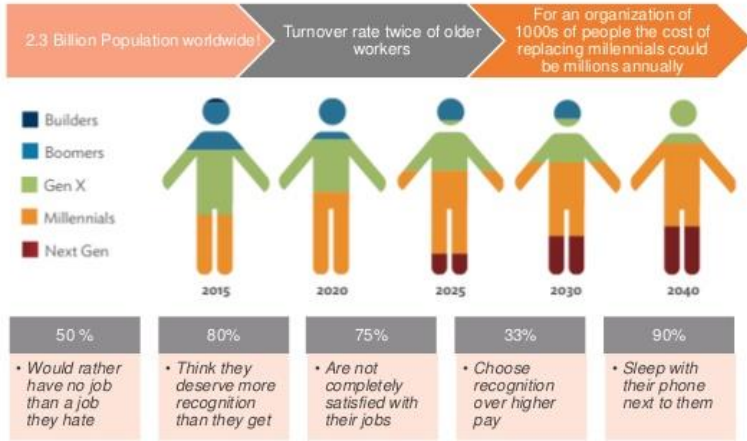
# Knowing Your Audience is the Key to Better Engagement

Todd Johnson, President and Chairman  
of Kollective

Kontiki is now part of Kollective

Gaining better engagement is  
**always** about looking at our  
audience first

## Millennials | Who are they?



## How to Care for Millennials

- 1 Use IM or text
- 2 Give awards / certificates
- 3 Value Civic Duty
- 4 Be COLLABORATIVE
- 5 COACH and support them
- 6 Provide FLEXIBILITY
- 7 Be MOTIVATIONAL
- 8 CARE about their Personal Goals
- 9 Promote Volunteerism
- 10 Value their TECHNICAL SAVVY

## What we want to say:

Communicate our strategy

Focus on the imperative of profitable growth

We have strong leadership

We are being successful

## What they want to hear:

How do I fit in the plan, do I matter?

How does what we do matter to the world?

Do I connect with our leadership?

## So we change our approach...

- How our people fit into our strategy – by department, by geography
- Our work and our products matter to the world, our projects drive adoption of more efficient energy use – green is only successful in places where the economics make sense
- This is our passion – we give great examples with a focus on our people involved in the specific projects: we name them, we have them speak, they describe our success
- Our executives will speak from the heart – you will see their personalities, you will see executives interact as a team

# How we communicate really matters

- We will leverage technology in all aspects
  - We will take an “over the top” approach and broadcast live to our employees worldwide
  - We will use Social Media throughout the event to gather comments from viewers
  - We will make the event available in On Demand for members of the team that could not join live
- Our executives will narrate the story
  - The stars will be our employees
  - We will use examples to substantiate all of our key points
  - We will show our support of diversity and our commitment to growing our people

# Leadership Forum 2015

Live from Le Hive

# Is Schneider Electric the biggest company you have never heard of?

- 180,000 employees
- €25B revenue
- Market leader in energy management
- Acquired leading brands like APC, Square D, Invensys and others over the last ten years
- Headquartered in Paris, France





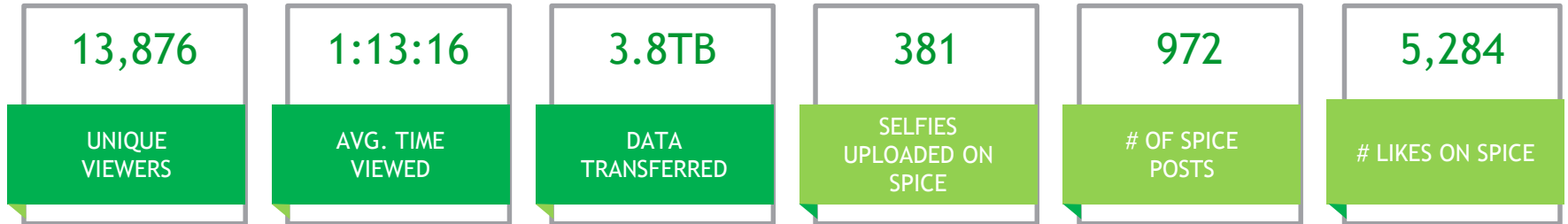
After years and years of in-person leadership events, Leadership Forum 15 was **broadcasted live to 55 countries, to more than 465 sites reaching approx. 35,000 “in-office” live viewers, that were gathered across 472 meeting rooms**

# Leadership Forum as a TV broadcast - a “first” for Schneider Electric

- 4 LED Walls, 20 Flat Screens
- 4 kilometers of cable, 3 Camera Cranes, 100 lighting fixtures
- 20 High Definition TV Cameras
- 20 RF microphones interconnected throughout five locations
- 20 wireless and 30 wired intercom headsets
- 120 people over 6 days
- Total hours slept of everybody involved: 3



# Key statistics




*100 live group viewing locations at avg 150 users per site = 15,000 viewers → 40,000 total*




## Actual user feedback

“It was really a revolutionary event in terms of communication and content”



“This is a very effective way to deploy the Company Program as everybody gets the same information at the same time”



“I am very happy to work in a company where the top management finds it very important to communicate with ALL employees”



Yes, there were some technical issues also, but...

“...the transparency, engagement, satisfaction, ‘believe’ in leadership this event created made all technical challenges pale in comparison”

# Summary

- Taking the “audience view” into account can make a big difference in the effectiveness of your message – But, it is easier said than done
- Thinking with the Millennial mindset can put you in the right frame of mind
- Using technology is a must unless you can get everyone in one room – think broadly about the tools you use video broadcast, social media, internal portals, etc.
- Going direct to the employees is probably the biggest single win – the trickle down approach typically is a complete miss with your audience