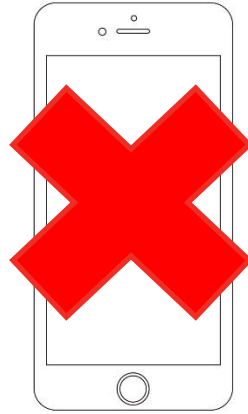


# Communicating with a non-wired workforce

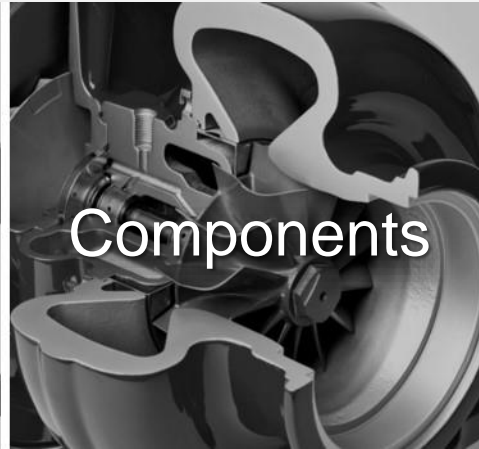
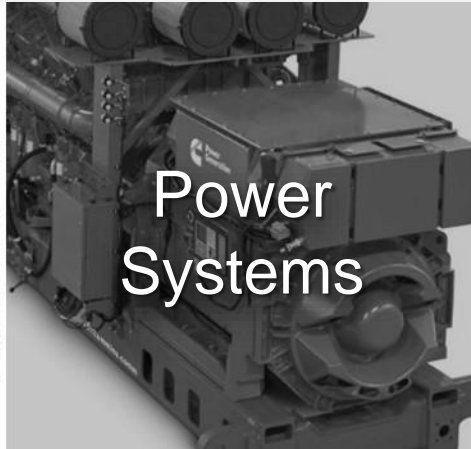
**Kimberly Trubiro**

Cummins Inc.





Four **complementary business** units



## Global partnerships

**PACCAR**

**KOMATSU**



**RAM**



**FOTON**  
福田汽车

**HYUNDAI**  
HEAVY INDUSTRIES CO., LTD.

**LIUGONG**

**HITACHI**  
Inspire the Next

**DOOSAN**

**NAVISTAR**<sup>®</sup>

**LIEBHERR**



**DFM**

DAIMLER



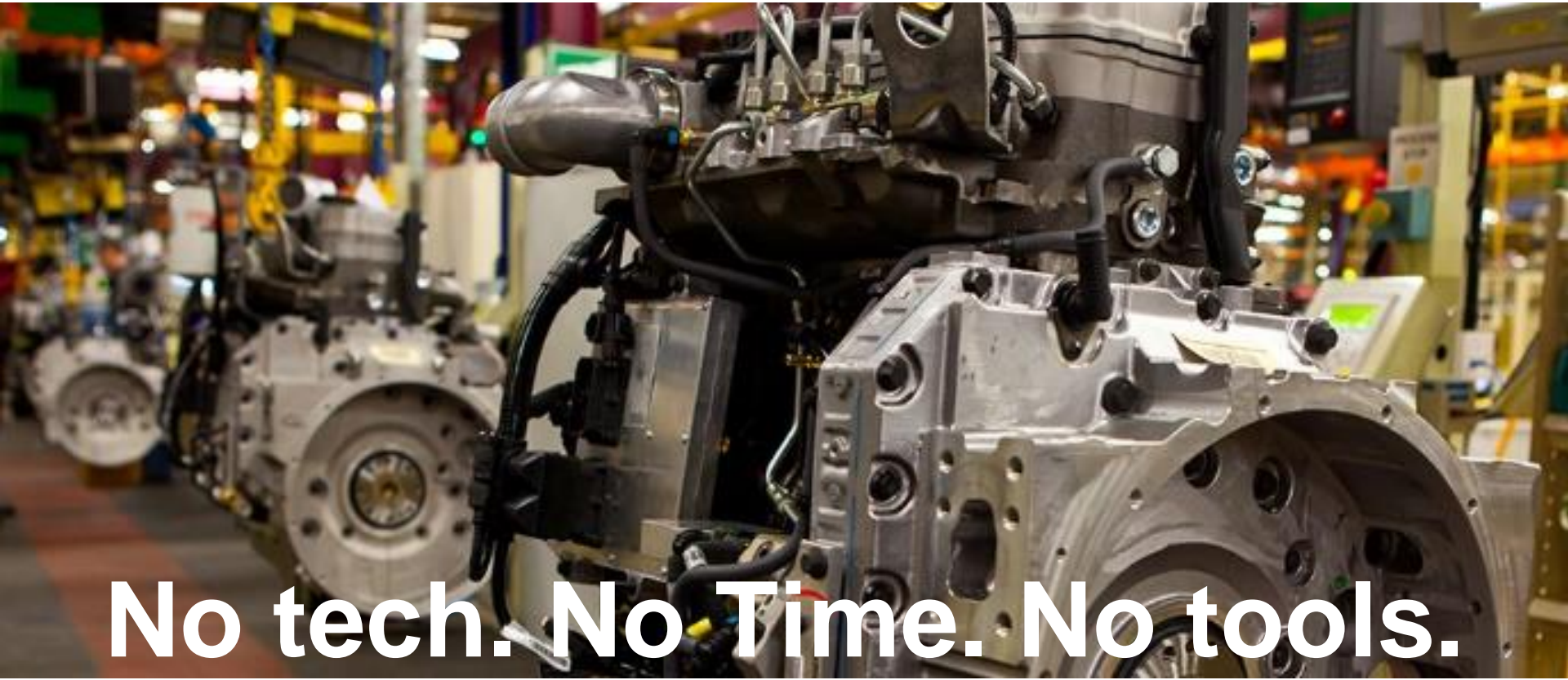
**TATA**

# Global presence



Develop, design and  
manufacture products on





**No tech. No Time. No tools.**



**Why do I care?**

1.

Don't assume  
anything

2.

Align with  
your business

3.

Create your  
vision

4.

Empower  
your people

5.

Audit. Track.  
Repeat.



# Don't assume

anything

- Don't jump to tactics
- Start by asking “why”
- Collect voices from your employees

# Focus group

**results**

**28  
hours**

**14  
sites**

**1003  
employees**

**15  
questions**

# Align with your

# business

- What matters to your business?
- How can communications drive success?
- Why should your employees care?

# Key Performance

**Indicators**

**Quality**

**Delivery**

**Safety**

**Productivity**

# Create your vision

- Why are you doing this work?
- What does success look like?
- How will you measure success?

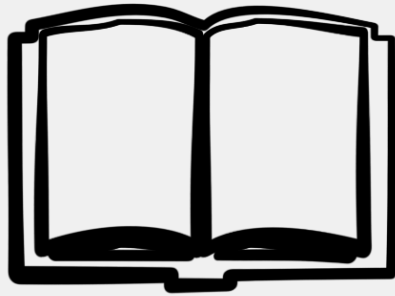


**Our vision**

# Empower Your

People

- Coaching and teaching
- Processes and tools





Audit.  
Track.

Repeat.

- Collect data
- Follow up
- Continuous improvement
- Ensure repeatability

# Metrics-driven results

**116  
managers**

**9.6 / 10**

**4600+ non-  
wired  
employees**



**Where do you start?**

