

Problem :

Getting Leader  
to 'idea'

Idea: Ge'

.. to show/tell the others  
Why this is a priority for them. Make talking pts  
for him to communicate this.

- KEEPING PEOPLE ALIGNED TO BUSINESS GOALS...
- KEEPING COMMS ALIGNED TO STRATEGY

KEEPING TEAMS ALIGNED: CONSISTENT, CONCISE, CONTROLLED!

CULTURE - ???



- DEVELOP COMMUNICATOR GROUPS

- REVIEW COMPANY STANDARDS [DESIGN, STYLE, ETC]

- NEWSLETTERS (PROVIDING THIS INFO TO A WIDER AUDIENCE)

- DETERMINE OUTREACH SOLUTIONS FOR GLOBALLY DIVERSE CULTURE

- MANAGER COMMS WORKSHOP

### EMBRACING INFLUENCE

- BE AT THE TABLE
- MAKE YOUR VOICE HEARD
- EDUCATE

- KNOW CULTURE + INFLUENCES... AND WHAT DRIVES WHAT?
- MANAGE BEHAVIORS!

# Big Report

## 1) What's In/Out

- Diversity Stories
- CHAPTERS <sup>f</sup> ~~total~~ Stories
- Outlay and how it impacts Values/Goals

## Mergers of ABB to Hitachi

- 1) Listening Tour
- 2) Central Region Consultation
- 3) Free Advice!

## How We Report T/R <sup>Comm</sup> T/R

- 1) HR
- 2) Marketing
- 3) CFO
- 4) CEO
- 5) Chief Admin Officer