

Strategic Communications Planning

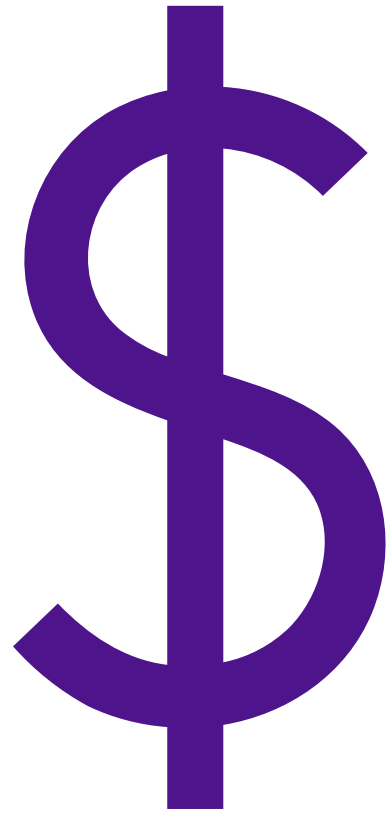
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“Good communication doesn’t just happen; it is the result of good design.”

– Stephen Few



Strategic Communications Plan

Elements of your plan:

- ▶ **Goal:** Simple statement of what you are trying to achieve.
 - ▶ **Overview:** This section gives more information on the “what” you are trying to accomplish and the “why.”
 - ▶ **Objectives:** In this section, clearly lay out “how” you are going to accomplish your goals.
 - ▶ **Audiences:** Be specific in terms of your objectives. How are you going to reach your target audiences, what you will say and the intended result of your good comms design.
- ▶ **Tactics:** This is where you include the details including timing, ownership and budget.
 - ▶ **Measurement:** This can be defined as an outcome, behavioral change or output. Utilize existing tools to help measure your results:
 - ▶ Employee surveys
 - ▶ Research data
 - ▶ Media monitoring
 - ▶ Social media impressions
 - ▶ Dollars raised/volunteer hours (CSR related)

What?

How?

Why?

What?

To be a company fully
committed to sustainability

How?

- Promote sustainability goals through the development of an internal/external campaign
- Begin internal recycling campaign and develop Earth Day volunteer event
- Work with HR to revise all recruiting tools to include sustainability efforts of the company

Five Why's

Why are we trying to be a more sustainable company?



Because our leadership said it is a goal



Because it is the right thing to do



Because we all want a better world for ourselves and our children



Because we want our company and all companies to be pulling toward the same goal of a healthier future



Because our customers demand it and our team members expect it

Target Audiences

Audience	Engagement Strategy	Desired Perceptions	Desired Actions	Measurement
Media	<ul style="list-style-type: none"> Provide access to executives who help tell the compelling sustainability story. 	<ul style="list-style-type: none"> This company is doing worthy work in the area of sustainability and should be featured for their efforts. 	<ul style="list-style-type: none"> Cover the stories that we pitch on our sustainability goals 	<ul style="list-style-type: none"> Media reports Reputation tracker Pick-up in social
Team Members	<ul style="list-style-type: none"> Leverage executive voices to amplify a new corporate strategy and highlight digital transformation happening at FedEx. 	<ul style="list-style-type: none"> I am always looking to evolve and share my point of view on the “next big thing” on how businesses are using data in new ways to create value. 	<ul style="list-style-type: none"> Recognize refreshed brand narrative and renewed mission. Talk to media and customers and help generate buzz for Emporio and Lumina. 	<ul style="list-style-type: none"> Increased hiring and retention Employee survey
Customers	<ul style="list-style-type: none"> Position company as a industry leader in sustainability efforts 	<ul style="list-style-type: none"> I feel good about doing business with a company focused on sustainability goals 	<ul style="list-style-type: none"> Increased business 	<ul style="list-style-type: none"> % increase in sales Reputation tracker
Investors	<ul style="list-style-type: none"> Communicate corporate sustainability goals and how they will impact future cost savings 	<ul style="list-style-type: none"> This is different and important enough to pay attention to consider purchasing stock. 	<ul style="list-style-type: none"> Willing to take a call from leadership. Read favorable analyst coverage. 	<ul style="list-style-type: none"> Increased stock price



Comms at the table

Listen for what is important to your leaders and deliver that in your strategic communications:

- ▶ Join your earnings calls
- ▶ Know your business
- ▶ Monitor your company and competitors
- ▶ Pay attention to research and your company data
- ▶ Communicator as counselor