

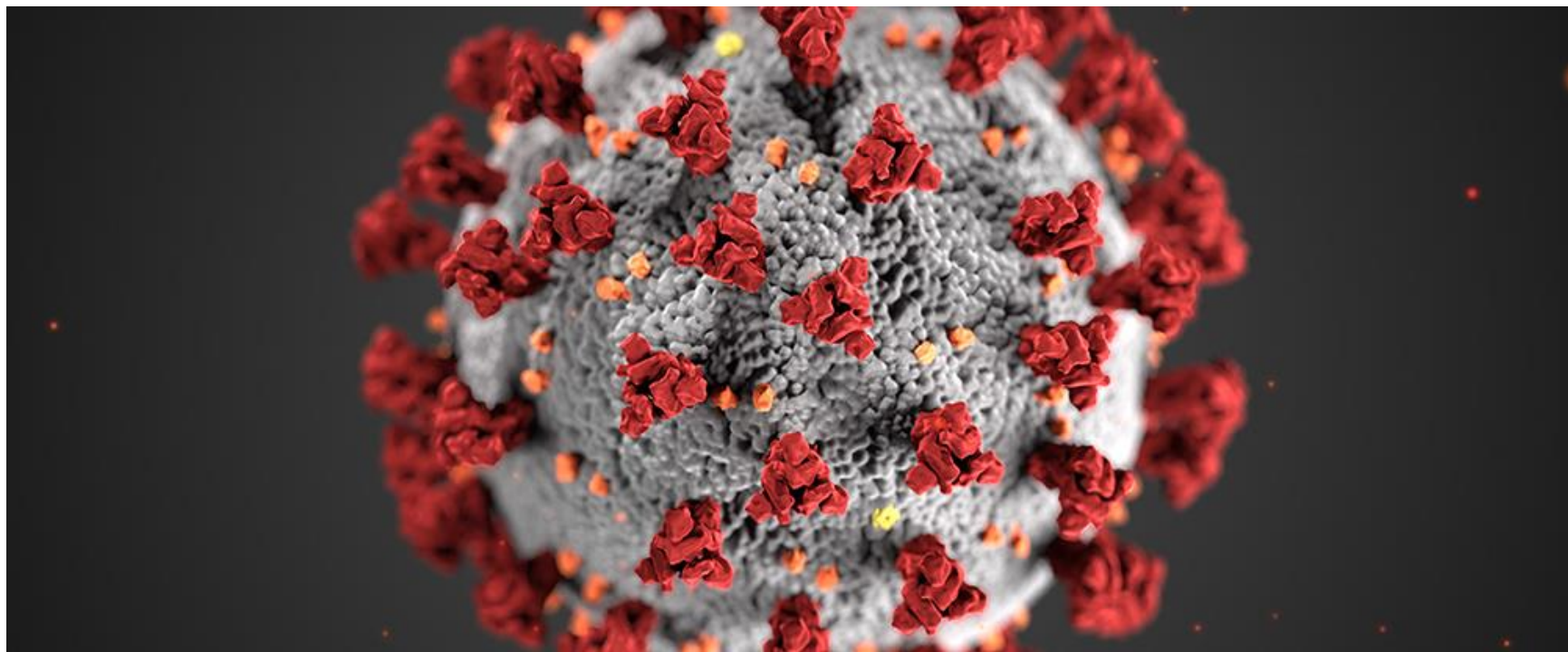


2020 Snapshot: Change Management & Communications

Kate Walden
Lawson Products, Inc.

Agenda

- 2020 Challenges/Events
- Managing change through the pandemic
- Managing change through an acquisition
- Being nimble while staying true to the plan



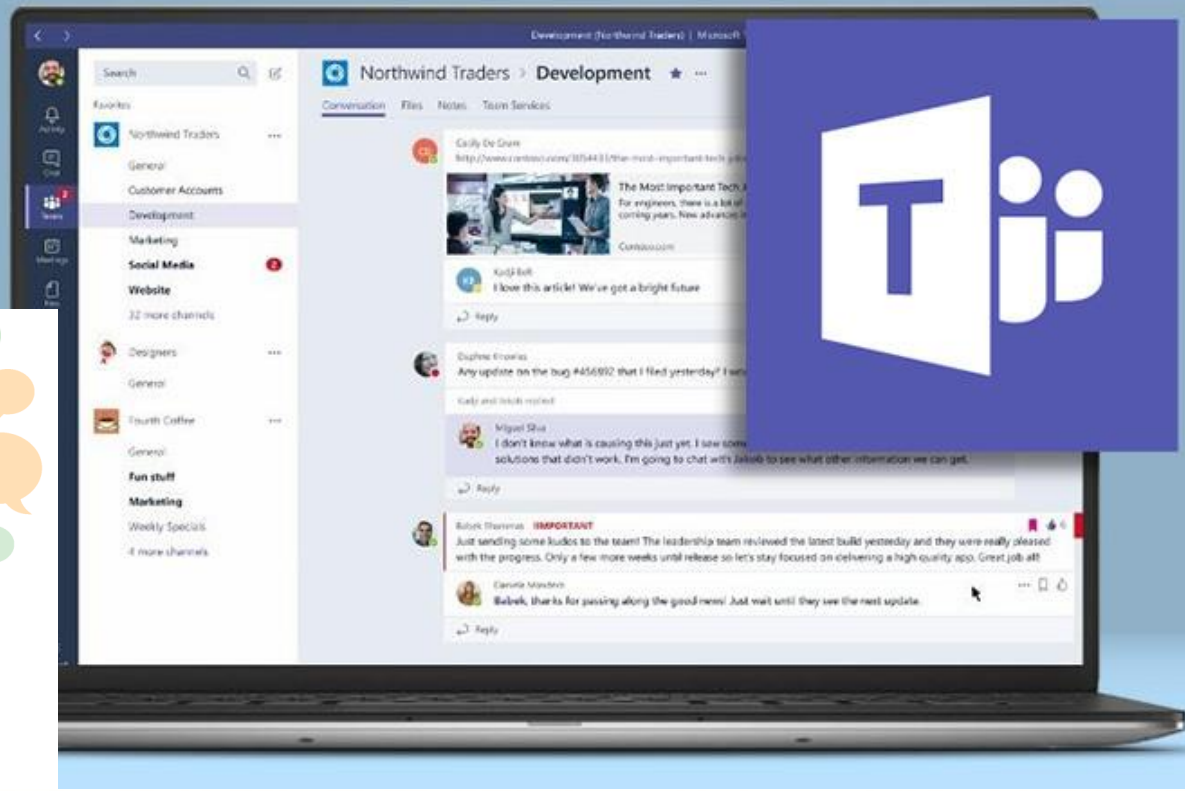








VIRTUAL TOWN HALL





LAWSON Products



PARTSMASTER™

ALWAYS RUNNING





- Embrace new ways of communicating as they become the norm
- Focus on strategic objectives while staying nimble
- Break down silos for effective change communications
- Drive change acceptance with consistent, timely messaging
- Know your audience—different channels yield different results