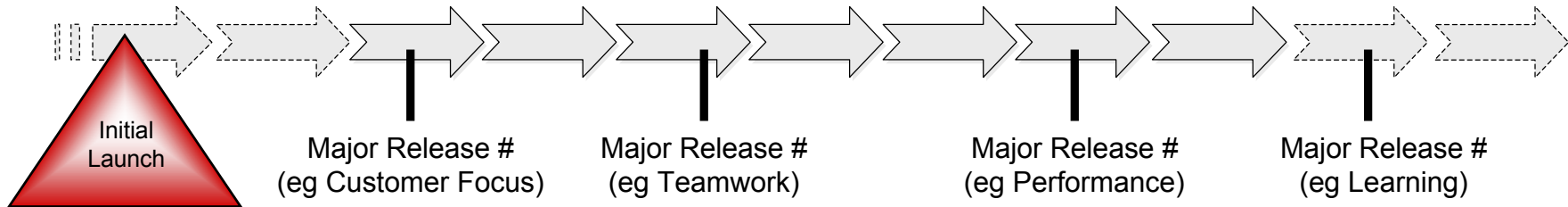


Communication Plan Overview

The communications plan is closely integrated with the strategic rollout, and involves a series of structured communication pieces promoting the desired behavioural transition.

Rollout



Rollout Structure

| | | | | | |
|---|---|---|-----|---|---|
| I | A | O | C | C | C |
| E | E | C | C | C | F |
| F | C | C | Q/A | S | T |

Legend

I = Introduction F = Feedback
 A = Awareness Q/ A = Question / Answer
 O = Objectives S = Summary
 C = Content T = Appreciation
 E = Exercises

Themes

- Customer Focus
- Performance Mgt
- Learning
- Teamwork
- Quality
- Efficiency
- Rewards / Recognition

Strategic Rollout

