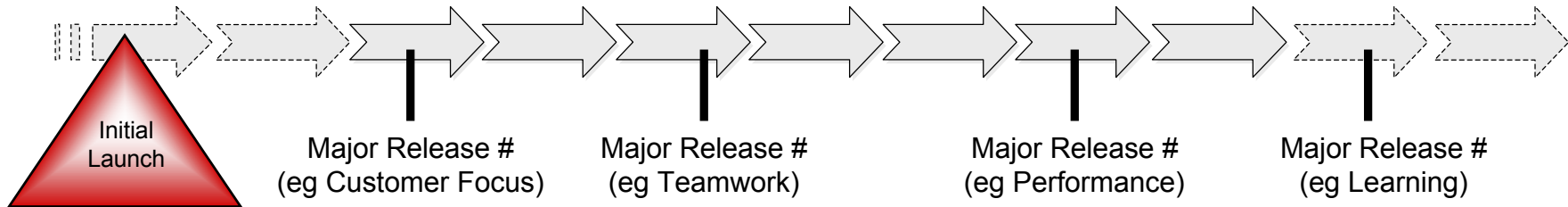


Communication Plan Overview

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
 A = Awareness
 O = Objectives
 C = Content
 E = Exercises

F = Feedback
 Q/ A = Question / Answer
 S = Summary
 T = Appreciation

Themes

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

Strategic Rollout

