

Fig 4-1 Poster



Fig 4-2 'Elite' Flyer Draft



Your guide to all that's new and exciting in our 'Elite' program

From Andy and Sharon – No 1

SCRIPT
Background
'Elite' Actions
Benefits

PHOTO

PHOTO

Fig 4-3 Milestone 1. Comms and Change Mgt – Briefing Document

SCOPE: To convince all employees that 'Elite' thinking is essential to our future competitiveness and growth

KEY CHANGE ISSUES:

- Use concise and clear communications
- Use several different channels regularly
- Introduce behavioural and cultural change

CRITERIA FOR SUCCESS:

- Survey is 75% positive

Fig 4-4 'Elite' Survey Draft

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I understand the objectives of the 'Elite' program					
'Elite' will bring benefits to the Company					
I feel informed on how 'Elite' will impact my work area					
'Elite' will bring benefits to my daily business					
I'd like to actively take part in the 'Elite' program					

Fig 4-5 Milestone 1. Communications – Activity Plan

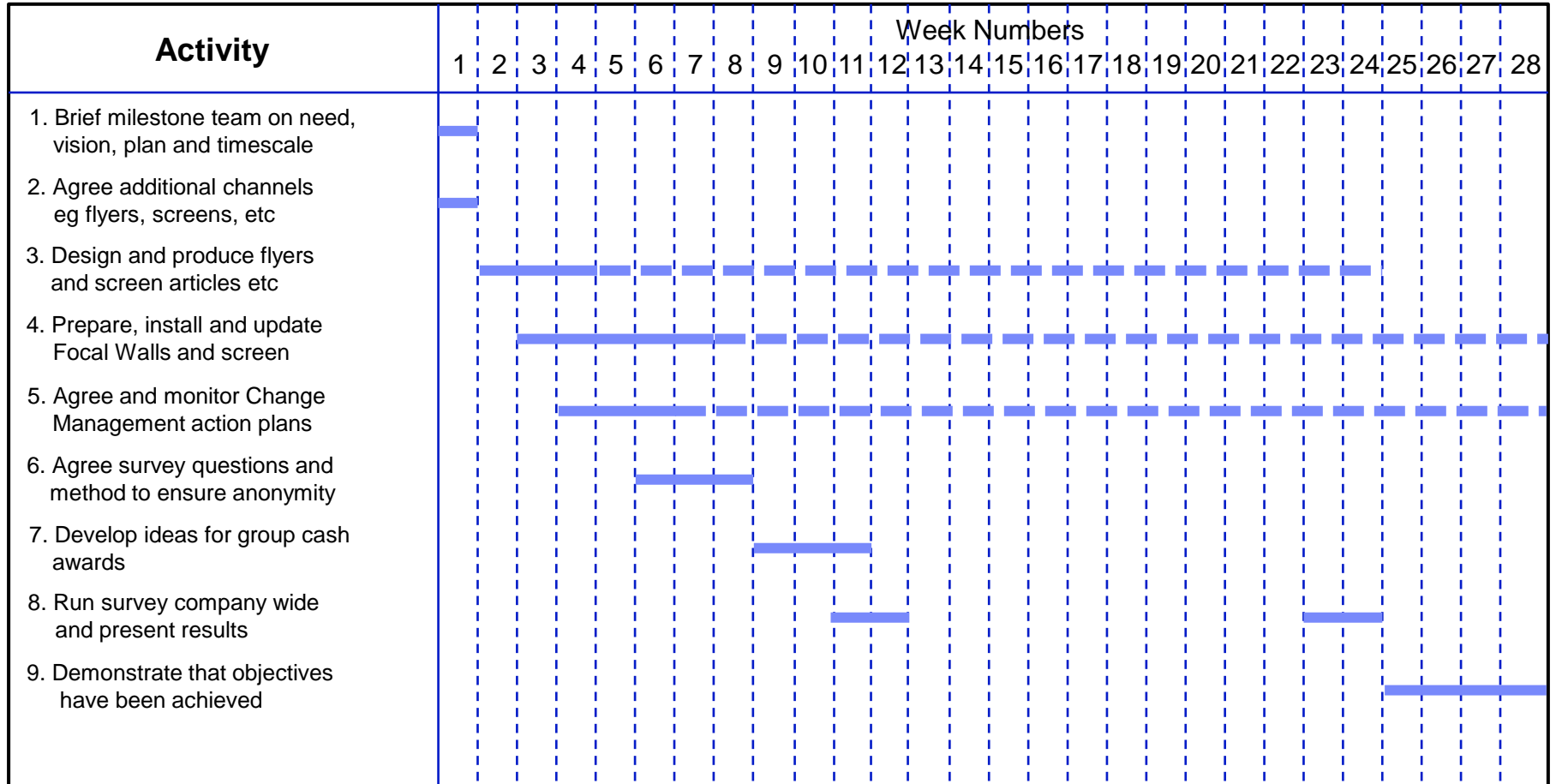


Fig 4-6 Golden Rules of Presentation

- **No more than six bullets per slide**
- **No more than 30 words per slide**
- **Absolutely no negatives**
- **Never read out the words on the slide**
- **Plan for a running time of about 3 minutes per slide**
- **When presenting a table, first define the columns, then the rows, then pull out the salient points from the table**
- **Don't speak just to the most senior person in the audience**
- **Don't over work disclosure**
- **Take questions only at the end of the presentation**
- **Don't circulate the slides in advance**