

Time and Team Management: ***Making Time to Measure***

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The Environment Remains Challenging



**Deficit Panel's Failure
Aims at Defense**

**McCain calls F-35
program a 'tragedy'**

Incoming Lockheed CEO resigns over ethics violation

**Lockheed Martin the
weapons maker – Hacked!**

**Lockheed Martin
announces layoffs coming**

**Panetta Says Budget Cuts May
Kill Lockheed's F-35 Jet**

Aligning Resources to Deliver Business Value



- Team size is irrelevant, you must make time to measure results
- Every team member must engage & have ownership
- Assign a team lead for each metric, in each region
- Use the language of business
- Be consistent

Defining Your Business Value



- Define your stakeholders/decision makers
- Focus on results, not activity
- Align metrics with stakeholder priorities
- Set challenging, but realistic goals
- Report progress regularly to your stakeholders
- Reward the team for success

Lockheed Martin Media Metrics



- Improve positive media coverage
 - Improve positive/balanced coverage by 5%
 - Conduct at least 10 VP media engagements monthly
 - Improve positive/balanced F-35 coverage by 10%
 - Conduct media training for EMC & targeted executives
- Increase the Impact of LM Giving
 - Increase internal news and external media coverage of corporate and employee giving by 10%

