

Case Study II

PR Measurement at Work in the Real World



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#powerofPR

CREDIBILITY



CREDIBILITY

Performance

- Employees
- Customers
- Investors
- Communities
- Supply Chain

Innovation

- Growth
- Productivity

Engagement

Communication

Communications Objectives & Strategies

Executive Team

Executives 'own' the vision and chart the course with the roadmap.

- Paint an accessible picture of where we are going
- Focus on making changes necessary to compete
- Clarify expectations for executives' plan ownership

Management Team

Managers focus on growth and productivity, linking the roadmap and their teams' work.

- Focus/simplify manager communication tools
- Emphasize growth and productivity in context of vision and roadmap
- Help managers 'connect the dots' for their teams

Employee Teams

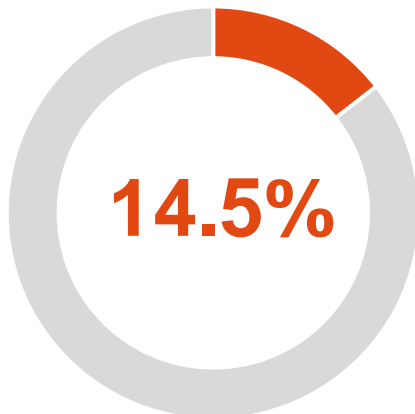
Employees are aligned, performing, engaging and innovating.

- Feature, recognize, celebrate employee voice and team accomplishments
- Provide multiple channels for customer voice to motivate
- Place premium on interactivity, inclusion; leverage opinion leaders

Engagement Survey

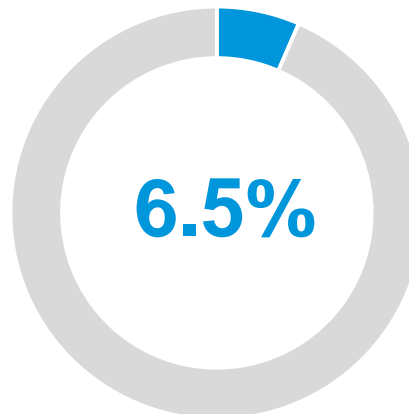
Executive Team

Senior management gives employees a clear picture of the direction we are headed.



Management Team

My immediate supervisor effectively communicates organizational goals and objectives.

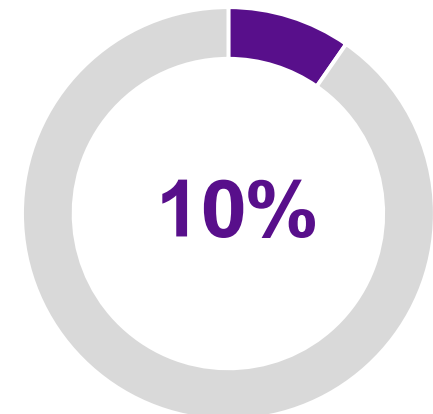


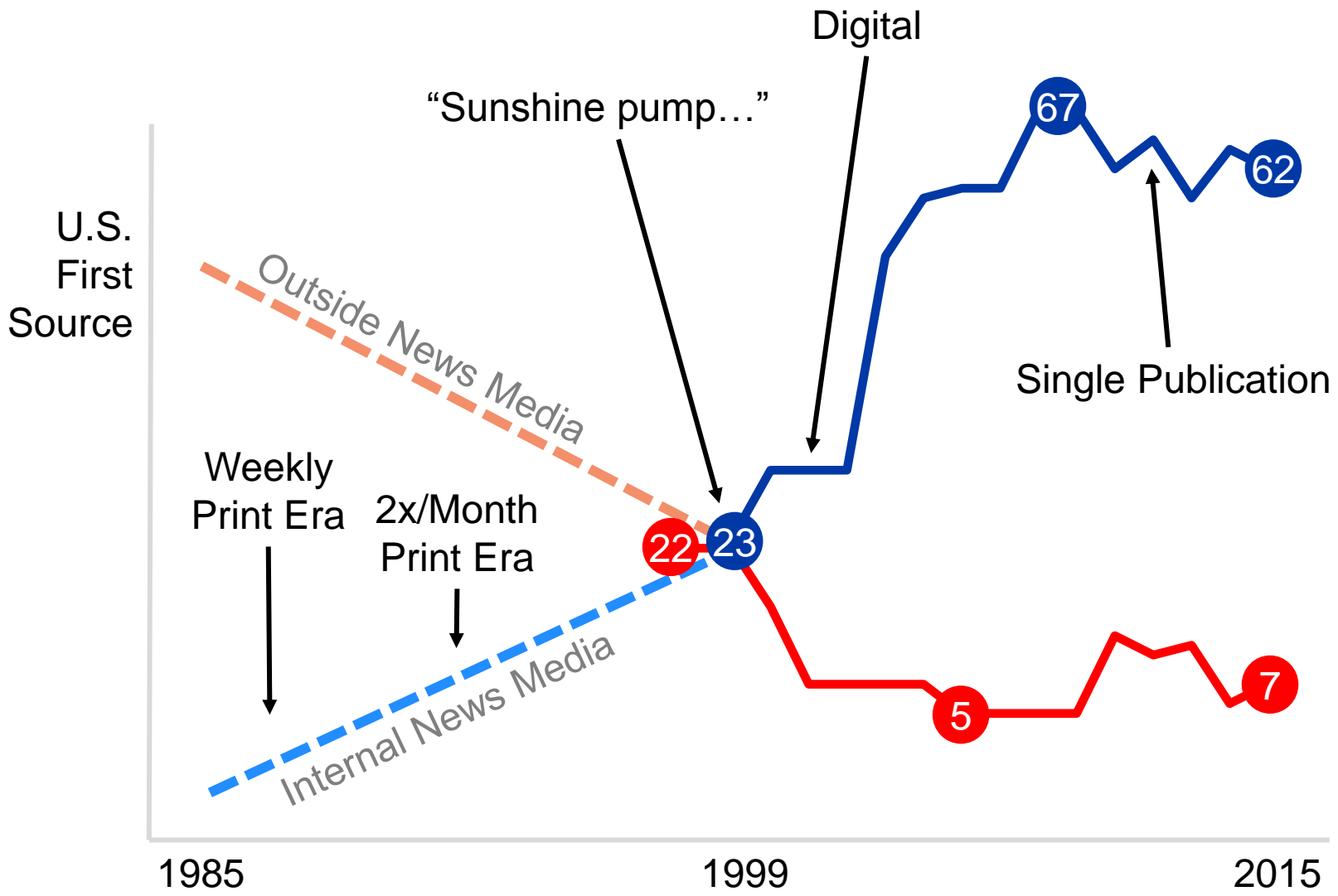
Employee Teams

I can see a clear link between my work and the company's objectives.

-1.5%

The company is making the changes necessary to compete effectively.





SIMPLIFICATION

Quantity

Frequency

Jargon-free

Advocate reviews

Story length

Infographics

Imagery

Scrolling factor

FUNDAMENTALS

Consistent

Voice

Timeliness

Active writing

'Sticky'

Good, Bad, Ugly

Attribution

No marketing

CREDIBILITY



EMPLOYEE-CENTRIC



Capture
my attention

Treat
me with respect

Answer
my questions



Internal Communications
'Outside the Firewall'



Workforce Business
Realities Literacy



Tactical
Simplification
and
Fundamentals



Best Practices in
Manager
Communications



One Communications Function

2015-2016



Employee Centric

What: A global approach to communications at Boeing that emphasizes the employee perspective.

Why: To help drive business results by increasing: **understanding** of the business; **engagement** of employees; and, **trust** in Boeing and its leaders.

How: Tell the Boeing story through its people around the world. Provide a human face to Boeing. Tap into emotions.

Key Elements: (from the employee perspective)

Capture my attention

Connect me to something bigger.
Make me proud to work for Boeing.
Tell me stories that teach and inspire.
Help me see myself in the story.
Tell me how I can make a difference.
Tell me about other employees.
Show me the business case.
Capture my imagination.
Make me smile.
Make me laugh.
Touch my heart.

Treat me with respect

Always be honest.
When possible, tell me first.
Use clear, simple language.
Give us a voice.
Ask my opinion...and really listen.
If you don't know the answer, say so.
If something will be difficult, tell me.
Respect my time.
Involve me in decisions.
Recognize my efforts.
Help me be my best.

Answer my questions

What's in it for me?
How can I help?
How can I get involved?
How can I make a difference?
How did employees make it happen?
What can I learn from this?
What's my role and responsibility?
Where can I get more information?
What do I need to do, by when?
Why is this important to me?
Why should I care?