

GOAL: Envision - Activate

OBJECTIVES: Visualize future possibilities – Act to Succeed

- Inspire and acknowledge, within your organization's talent pool, a commitment to a shared set of expectations and standards for successful performance.
- Communicate to clarify a common vision of goals and objectives.
- Tell a story of shared success that helps each of us understand our roles in the organization.
- Celebrate, invite, and inspire success.

CELEBRATE OPPORTUNITY

Record Authentic Stories on video – on common themes and from multiple perspectives - to provide concrete illustrations of successful performance and give credible voice to key messages:

- Voice of the Customer
- Voice of Leadership
- Voice of the Field



PROCESS

Integrate and deliver the media assets to audiences via multiple channels of communications, including Training courses, Intranet web pages, 5-minute meetings, and Tailboards.



1. Identify themes
2. Identify Voices – Schedule interviews with Speakers
3. Identify primary and subsidiary channels of communication
4. Speakers prepare comments – Pre-Production
5. Conduct Interviews – Video Production
6. Complete and integrate media assets – Post-Production
7. Deploy messages via selected channels

EXAMPLE PROJECT: Corporate Real Estate Strategy & Services Critical Facilities Technician Program

Who We Are



CRESS provides real estate and facility management services for the company. We establish policy and standards for the entire Company's real estate portfolio, and delegate the responsibility to manage and operate some of the facilities to certain lines of business. CRESS directly manages and operates nearly 7 million square feet of common-use facilities throughout the service territory, including offices buildings, customer service offices, Contact Centers, service centers, RMC's, conference centers, and the General Office.

Themes

- Safety first in everything
- Touching Customer Lives
- Pride of craft – Professional Opportunity
- Process Improvement & Innovation
- Call to Action – Vision requires Action to become Reality.



Seed Statements and Questions:

What kinds of words and actions demonstrate a personal commitment to safety?

Our Goals and Objectives

Safe

Provide facilities that are safe for CRESS workers, employees, contractors and visitors.

Reliable

Operate facilities at consistent levels that support the requirements of the business.

Customer Focus

Deliver real estate programs, projects and initiatives that support our client's operating requirements.

Affordable

Manage real estate and facility costs within budget.

Leadership

Demonstrate environmental and employee leadership.

Benchmarking

Understand and perform to industry levels for facility operations and real estate portfolio management.

