

the **BIG IDEA** worksheet

Identify a project you are working on where you need to communicate in a data-driven way. Reflect upon and fill out the following.

PROJECT Discover underlying factors behind attrition

WHO IS YOUR AUDIENCE?

(1) List the primary groups or individuals to whom you'll be communicating.

- Executive Leadership at Frito-Lay
- Mid level managers at Frito-Lay
- Employees of Frito-Lay

(2) If you had to narrow that to a *single person*, who would that be?

- Chief Operating Officer

(3) What does your audience care about?

- Maintaining employee retention
- Employee Satisfaction
- Reduce costs associated with a revolving door of employees
- Present Frito-Lay as a great place to work

(4) What action does your audience need to take?

- Implementing new strategy for retaining talent within Frito-Lay
- Understand how and why behind the circumstances causing employee attrition

WHAT IS AT STAKE?

What are the *benefits* if your audience acts in the way that you want them to?

- Frito-Lay can focus on another area of business improvement. Such as growing sales, increasing footprint, or reducing overhead.
- Put another way, keeping employees is good for all Frito-Lay stakeholders.

What are the *risks* if they do not?

- Frito-Lay will be unable to address growth opportunities, instead of focusing on bringing new talent into the business
- Losses in sales, decreased footprint, and increased overhead due to new workforce
- Missing out on future capture opportunities, cannot be fully focused on business with non-committed workforce.

FORM YOUR BIG IDEA

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.

The big idea illustrates that Frito-Lay needs to focus on the factors causing employee attrition in order to maintain competitiveness and grow the business, this is essential because once this is accomplished the company can focus on growing sales, increasing footprint, and reducing overhead.