**Development Communication Plan 2012**

**April 10 – Jeff’s video**

* PR team to draft speaking points
* Training reviews speaking points
* Film with Jeff
* Edit/receive approvals

**April 11 – Leigh email to all employees**

* Training team to draft
* PR team edits
* Obtain approvals
* Send on March 27
* Content:
  + Explanation of development
  + Link to Jeff’s video
  + Reference eLearnings in Geo about creating development plans
  + Deadline to create a plan?

**April 12 – Leigh email to VPs and above**

* Training team to draft
* PR team edits
* Obtain approvals
* Send on March 28
* Content
  + Explanation of development
  + Set up meeting with executive
  + Watch video in Director/VP office
  + Select one director and start learning plan for them
  + Link to Jeff’s video
  + Reference eLearnings in Geo about creating development plans
  + Deadline to create a plan?

**May 9 – Bulletin (Global) – Training reminder**

* PR to draft and send to John’s team for review
* Incorporate all edits/approvals
* Send on April 10
* Content:
  + Reminder of training and development plans
  + Reference Leigh’s note and Jeff’s video
  + Deadline to create a plan?

\*\*Ongoing periodic reminders via Employee Bulletins until deadline\*\*

**Month XX – Bulletin (Global) – Individual plans to be finished/submitted TODAY**

* PR to draft and send to John’s team for review
* Incorporate all edits/approvals
* Send on Month XX
* Content:
  + Final reminder of deadline to finish individual development plans by end of day
  + Reference Leigh’s note and Jeff’s video