

Want to talk to a global audience?

Communicating strategy around the world to senior managers at Alstom

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by **small back room**

Alstom Power's Turbomachines Group (TMG) wanted a framework for quarterly business strategy briefings for its 150 senior managers around the world, and to help them cascade key messages to their teams. The solution would also need to clarify the links between briefings and the core strategy of Mastering Our Growth Together.



ALSTOM

Situation

We needed to develop a solution that would work for each quarterly briefing and speak with authority on business critical strategic topics. A part of the solution would be developing a messaging hierarchy to clarify linkage between the core strategy, each strategy briefing and core topics within each briefing. Our solution also needed to stand out from other communications that were being directed at managers who faced great time pressures.

Solution

Following an email teaser campaign we integrated a conference call from the Senior Vice President Technology to the 150 managers with the launch of CD-ROM strategy pack and an intranet microsite that included:

- A PowerPoint presentation on the subject of the briefing: Clean Power Today!
- Downloadable fact sheets in six languages on core topics to help with cascades
- An interactive 'discovery game' and quiz to reinforce learning from the game
- A discussion forum and a feedback forum to enable employees to share thoughts and knowledge.

Outcome

The project was evaluated as very successful by our client. Comments from managers included how the communications materials had helped them in their work with colleagues and customers, and the recommendation that a similar approach be used in future strategy briefings.