Communication basics

1. Who is the target audience?

2. What is the intended message?

3. What is the best way to reach the audience with the message?
   - Who delivers the message?
   - What format/forum?
### Internal communications

<table>
<thead>
<tr>
<th>Blogs</th>
<th>Newsletters</th>
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<tbody>
<tr>
<td><img src="image" alt="On my mind" /></td>
<td><img src="image" alt="The CME Voice" /></td>
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<tr>
<th>Videos</th>
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<td><img src="image" alt="A message from Jeff Ohu" /></td>
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<th>All Hands</th>
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### Example: Document creation

1. Email of the month
2. Video

![Creating Documents: What's Appropriate?](image)
Mobile “App”

• Why create mobile content?
  • Global sales team key audience for high-risk topics
  • Target audience travels frequently
  • Policies need updating regularly
• Solution:
  • Mobile content with key points, links
  • Accessible via iPhone and Blackberry

Case studies
Two-way communications

- Concern reporting
- Risk analysis

Ombuds network

**What it is:** System of people distributed geographically to hear compliance concerns

**How to raise an integrity concern**

☑ Local Ombudsperson
☑ Compliance Leaders
☑ Integration Leaders
☑ Integrity Hotline
☑ “Raise a concern” Icon
☑ Compliance Support Central site
Risk Assessment Challenge:
Learning of potential compliance issues and risks in highly distributed workforce

GE Energy
• Large workforce: 90,000+ employees
• Highly distributed; different countries and remote locations
• Wide range of activities: workers in plants, sales executives and field engineers traveling the globe, functional experts in offices

Action: Global “Bottoms-Up” review
Annual review with all employees to identify and address ethics & compliance questions and concerns

• Every manager in the company meets with direct reports, reviews ethics & compliance policies, and asks for questions.
• Standardized training materials are available for managers in 13 different languages.
• Questions not answered in the manager meetings are logged, elevated, and tracked in SupportCentral until they have been addressed.
Benefits

✓ **Issue resolution:** Key compliance issues have been identified early and resolved.

✓ **Risk assessment:** In addition to answering individual questions, business leaders use the database to
  • track trends and identify risk areas, gaps, and needs for process improvements and training,
  • across the business and in specific geographic areas, demographics, and product lines.

✓ **Message to employees:** Ensures direct managers on site set aside time at least once a year to emphasize importance of ethics & compliance and open reporting.

Attorney-client privilege

• Knowing what is privileged/work product and what is not

• Labeling/segregating

• Limitations on audience
Recognition

Questions

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