

# Leadership Panel Presentation

National Technical  
Systems

1.1.2 Leadership  
Communication

# 1.1.2 – Leadership Communication

- ✈ How do senior leaders communicate and reinforce company direction and expectations (vision, goals, mission, and values) to all employees, customers and key suppliers/partners?
- ✈ What are the key process steps and who are the participants?
- ✈ How do senior leaders encourage frank, two-way communication throughout the organization?
- ✈ How do senior leaders create and re-enforce a high performance work culture that embraces standard work, process maturity, and lean production techniques?
- ✈ How do senior leaders involve themselves in reward and recognition that re-enforces a high-performance work culture?

# Our Key Practices

- ✈ We developed a standard operating procedure for leadership communications
- ✈ We developed communication streams and specific communication channels
- ✈ CEO championed the process and Leadership Team members had the responsibility to share information related to enterprise wide initiatives, strategy, goals, accomplishments and core values

# Communication Streams

- ✈ Day-to-day Interactions
- ✈ “Water Cooler” Conversations
- ✈ Emails- Announcements, etc.
- ✈ Social Media & Collaboration- “Good Digital Citizens”
- ✈ Bulletin Boards
- ✈ Meetings
- ✈ Compass (Intranet)
- ✈ Communications Portal
- ✈ Handbook



# Things We Learned

- ✈️ Commit to ongoing continuous communication
- ✈️ Communicate message several times and several different ways
- ✈️ Provide the message to different levels of the company's leadership and encourage them to deliver it in an open, transparent way
- ✈️ Solicit feedback and be open to employee suggestions and ideas and communicate what actions you are taking

# Questions

Thank you

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