

**TECHNOLOGY (R)EVOLUTION
COMMUNICATION GUIDE**
for (R)Evolution Leaders

COMMUNICATION OBJECTIVES

Technology (R)Evolution Communication Plan

SHORT TERM GOAL

Every member of those you support can describe the Technology (R)Evolution, as well as how these will impact his or her role.

LONG TERM GOAL

Every member of Technology can recite the company's goal, his or her contributions to these goals, and demonstrates One Nordstrom characteristics, so he or she can be more effective.

KEY MESSAGES

Inform teams about Technology (R)Evolution initiatives.

SUGGESTED TIMELINE

Bolster Yammer User Base: April 14 - May

Leaders Using Yammer: April 14

Review of Yammer Usage: April 21

Tech Revolution Poster Sign-off: April 18

Tech Revolution Posters Posted: May 5

COMMUNICATION OVERVIEW

Staff Resources

TECH (R)EVOLUTION LEADERS

To support continued dissemination of information, positioning, and evangelizing.

LEADERS ACROSS TECHNOLOGY

To support further dissemination, positioning, and evangelizing at the micro level within teams and one-on-one.

PEOPLE LAB

To support initial communication and messaging to join Yammer.

Materials & Activities

PRIORITIES & TRACKS POSTERS

Posted on all floors in multiple locations, includes messaging to join conversation on Yammer.

TECH (R)EVOLUTION YAMMER POSTS

Framework of posts to provide quick updates, wins, rsvps, and cogitations.

TEAM TOWN HALLS

Team discussions about how the 7 tracks affect the team's members.

TEAM ROUND ROBIN TOWN HALLS

10-15 minute team discussions with the every track owner to occur during Team's Town Hall.

TECHNOLOGY TOWN HALLS

10-15 minute discussions led by track owners.

WALL WALKS

Small group tours of the space on 11 led by track owners

COMMUNICATION FRAMEWORK

Yammer

Yammer strengthens the social norms within the workplace through its democratic and transparent characteristics, which reinforce values and trust. Yammer provides users the ability to communicate quickly, casually, and asynchronously. Through the use of hashtags users can find info on a particular topic or theme easily through search or by following a hashtag.

Use this page to inspire and pattern communication on Yammer about your track of work. And don't forget to keep the conversation going—engage with comments promptly. Aim to reply within 24 hours.

I want to...

SHARE A QUICK UPDATE #NEWNEWS

Tell folks about what's new or different.
Example: "XYZ strategic plan just added to Confluence. Check it out <https://confluence.nordstrom.net/xyzstrategicplan>. #newnews #trackname #techrevolution

SHARE A WIN #WEEKLYWIN

Celebrate a victory. Aim to share a win, big or small, weekly. Example: "We have funding! #weeklywin #trackname #techrevolution"

SHARE THOUGHTS #DEEPTHOUGHTS

What's keeping you up at night? Gain trust by sharing a glimpse of your internal monologue. Example: "I'm concerned about our efforts to scale quickly #deepthoughts #trackname #techrevolution"

GET FEEDBACK ON AN IDEA #RSVP

Not sure how somethings working out or wondering what people will think? Ask 'em. Example: "Based on the active commentary, I'm thinking of having an open house Tuesday mornings from 8 am - 9 am to continue this rich discussion. Any feedback on day/ time before I order coffee & pastries? #rsvp #trackname #techrevolution"

ENCOURAGE CHANGE #CHANGEFORGOOD

Encourage and recognize new behaviors. "Here's 1 thing you can do to improve reliability: 1) Do test new systems to assess auto fail-over is working. Read more, <http://confluence.nordstrom.net/improvereliability>. #changeforgood #trackname #techrevolution"

MEASUREMENT

Guide to Measuring Communication

YAMMER

Analysis is available via Good Data.

CONFLUENCE

Data available through Google analytics.