

Defining Goals and Objectives: Making your Plan Achievable

June 2009

Defining Goals and Objectives

- What's the Plan?
 - You have to have a plan and you have to work the plan
 - And, always remember – what's internal is external and what's external is internal
 - You have to communicate again, and again and again
 - Communicate a lot - Get someone to help you
 - Build measurement into the plan!



Defining Goals and Objectives

- Parts of the Plan
 - Who
 - How
 - What



Defining Goals and Objectives

- Know your audiences – who do you want to reach?
 - UAW
 - Employees
 - Retirees
 - Customers
 - Dealers
 - Suppliers
 - Government/Influencers
 - Others

Defining Goals and Objectives

- Mediums – how to get to those groups
 - Social Media
 - Traditional Outlets
 - Broadcast
 - Non-traditional
 - Internal mechanisms
 - Dealer mechanisms
 - Retirees
 - Web



Defining Goals and Objectives

- Have a Plan – what tools do you have to use?
 - External Tools: Press releases, FAQ's, Media Interviews, etc
 - Internal tools: emails, Socrates, broadcasts, employee surveys, focus groups, hourly surveys
- Know who's going to do what? Make assignments
 - Social Media outreach, Broadcast, Traditional, Non-traditional, Radio etc...

Examples of Tools: Press release, FAQ's

General Motors Chapter 11 Ruling

Division	Value
General Motors	20
Cadillac	10
Pontiac	14
Oldsmobile	20
Buick	31
Saturn	25
GMC	41
Chevrolet	50
Volvo	52
Hummer	51
Lotus	54



Defining Goals and Objectives

Media Interview Schedules

Microsoft Excel - Master Executive Media Schedule-June 1-2 June 1 at 2 pm.xlsx											
	A	B	C	D	E	F	G	H	I	J	K
1	1-Jun-09	Executives									
2		Fritz Henderson	Ray Young	Troy Clarke	Mark LaNeve	John Smith	Kent Kresa	Bob Lutz	Tom Stephens	Ed Welburn	Ed Peper
61	2:35 PM		tape								
62	2:40 PM										
63	2:45 PM		CTV - tape								
64	2:50 PM										
65	2:55 PM		NPR - Robert Segal	Televisa Mexico (includes Grace Lieblein)							
66	3:00 PM										
67	3:05 PM			Travel to 30th floor	Automotive News - Jamie LaReau	Fox News - Jeff Flock GM World	Wires Roundtable Terlep, Krisher, Krolicki				
68	3:10 PM										
69	3:15 PM			NHK (30th floor studio)							
70	3:20 PM										
71	3:25 PM		Break								
72	3:30 PM		Wires Roundtable	CNN Espanol - TAC Office	Don Hammond - Post Gazette						
73	3:35 PM										
74	3:40 PM										
75	3:45 PM										
76	3:50 PM					WSJ - Kevin Helliker					
77	3:55 PM										
78	4:00 PM		Print Roundtable (WashPo, NYT, WSJ, LA)	Business Reporters Roundtable	Fox News - Jeff Flock GM World		CNBC - Maria Bartaromo				
79	4:05 PM						Bloomberg TV - Greg Miles				
80	4:10 PM										
81	4:15 PM										
82	4:20 PM										
83	4:25 PM			WSJ - Kevin Helliker							
84	4:30 PM				WDIV - Live						
85	4:35 PM										
86	4:40 PM		Print Roundtable (FT, Freep, DetNews)	Globe & Mail - G. Keenan	WXYZ tape- 30th floor						
87	4:45 PM										
88	4:50 PM			National Post - Nick							



Defining Goals and Objectives

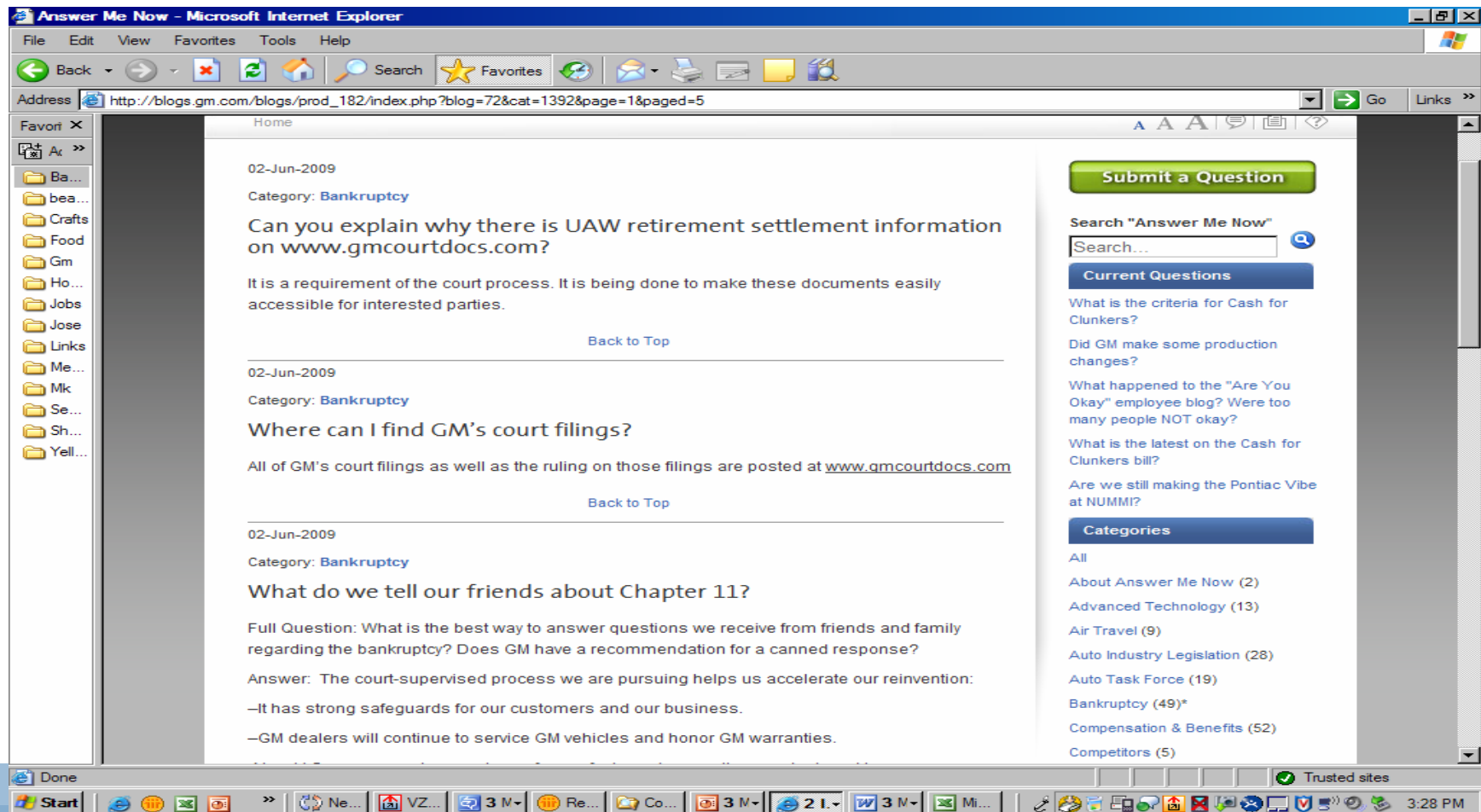
- Tools: Broadcast
 - Which execs with which media
 - What level of access, locations
 - Pitching stories – what people do you have to tell the stories (personalization)

Defining Goals and Objectives

- Tools - Social media
 - Create extended Social Media team to support specific communication efforts
 - Live “Tweeting” during events like executive broadcast interviews, sales call, press conferences etc
 - Rapid Response engagement via Twitter, Facebook, YouTube and influential blogs
 - Fastlane posts from Fritz Henderson
 - Live chats with R Young (Twitter) and F Henderson (Fastlane)
 - NPR Planet Money Podcast with Ray Young
 - Strategic syndication of RE:Invention assets – videos received huge views

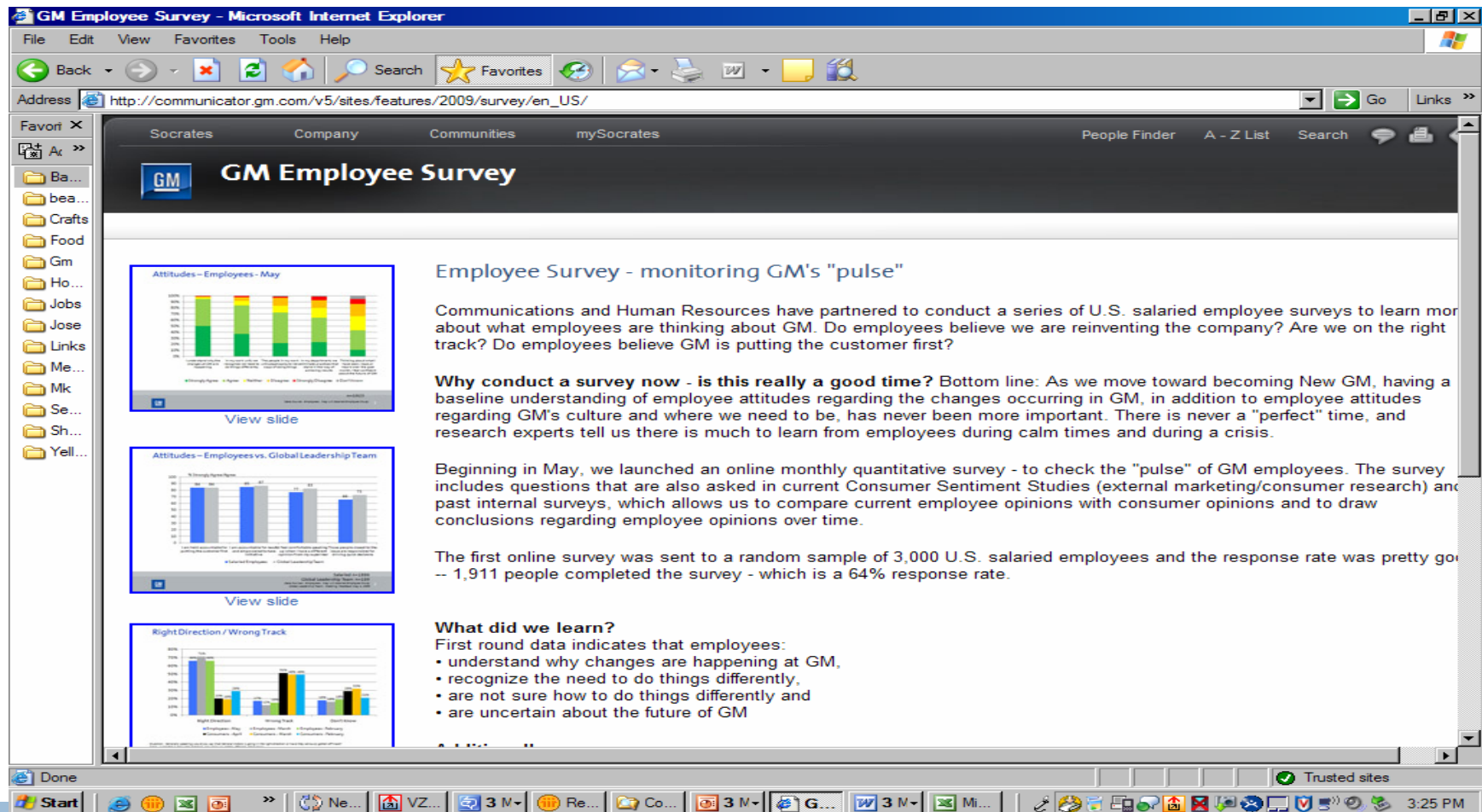
Defining Goals and Objectives

Tools – Internal



Defining Goals and Objectives

Tools – Internal



Defining Goals and Objectives

- How are you going to measure the plan?
 - What is success?
 - Key message penetration and counsel during event and post event
 - What tools do you have to use?
 - Precis cubed tool, Precis net



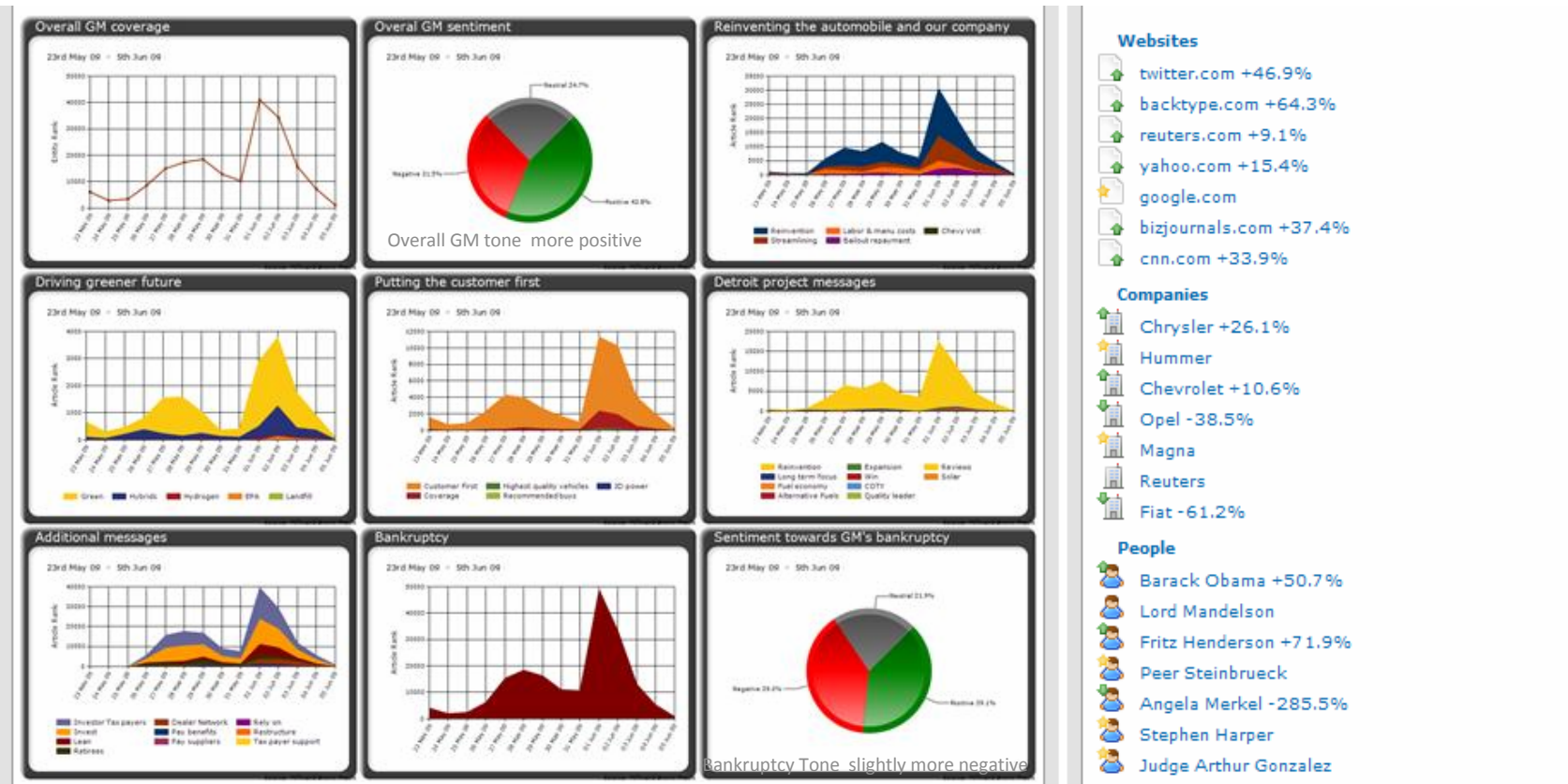
Defining Goals and Objectives

- Media Analysis – Bankruptcy Example
 - Daily Media Reports
 - Highlights of top media headlines
 - Dashboard of online coverage
 - Onsite monitoring week of June 1 – identify trends, key message penetration, etc.
 - Analysis provided feedback to leaders on key message penetration and direction on outlets/publications setting tone/direction

Online Media Summary – 23May09 thru 5June09

What it looks like!

- Emerging coverage is executive testimony regarding dealership closings and other filing issues



Largest theme is around executive testimony on dealerships

The below are 7 day totals and averages. Since June 1, trends have been down (up due to inflation from June 1st). See next page for trends.

Emerging Themes

bailout bank buyer capital case
close closure contract customer cut
dealership employee executive family
franchise invest law lead line loss
manage member model network
number place profit question rate
risk sector service statement supply
team term thousand truck

Internet Dispersion

7 day total

13.7



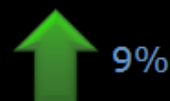
40%

Previously: 8285

Positivity

7 day average

69%



9%

Previously: 60%

Article Count

7 day total

13.9



47%

Previously: 7313

Impact

7 day total

89.7

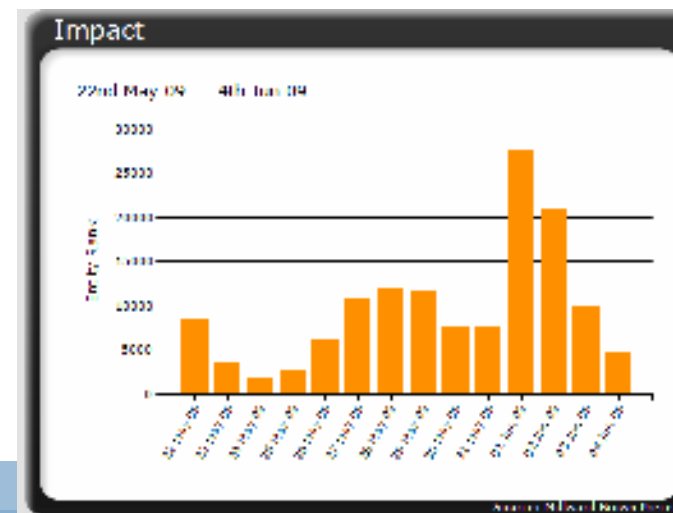
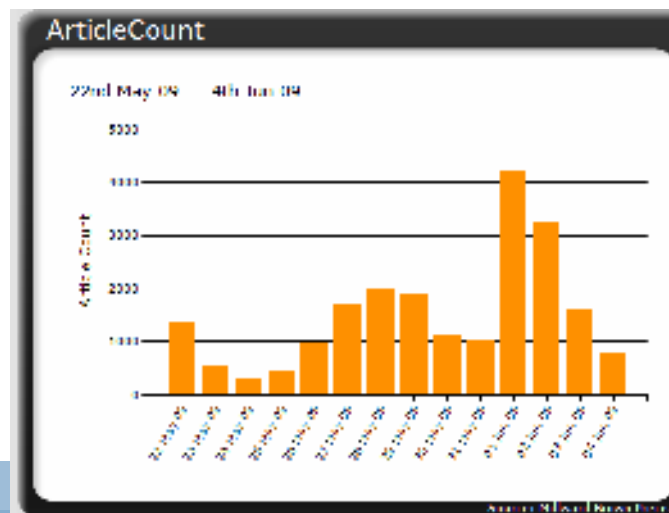
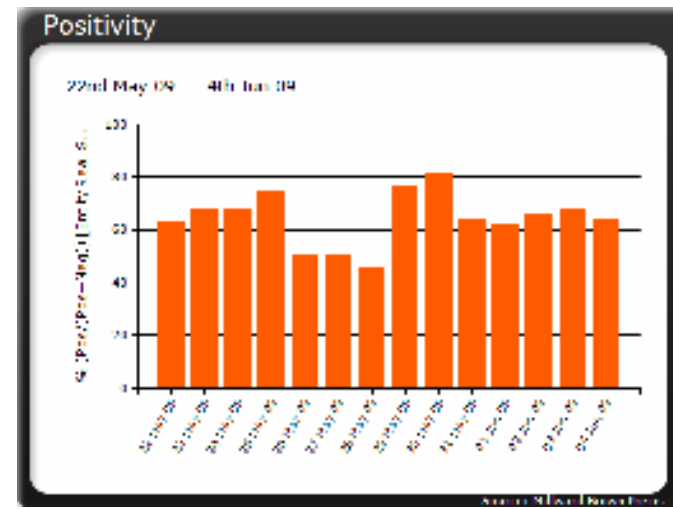
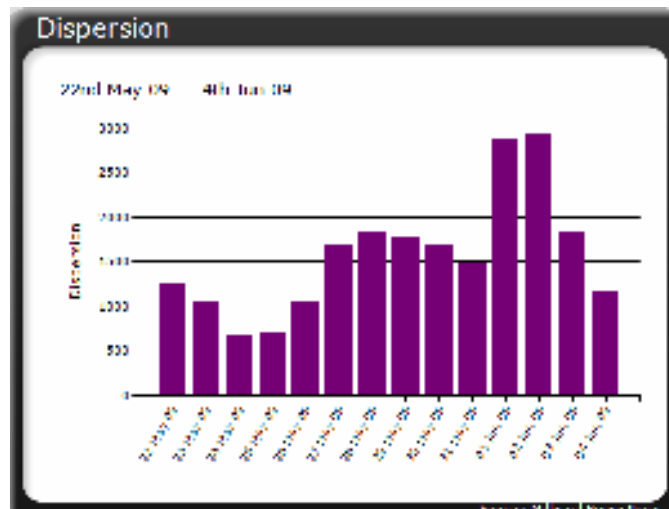


50%

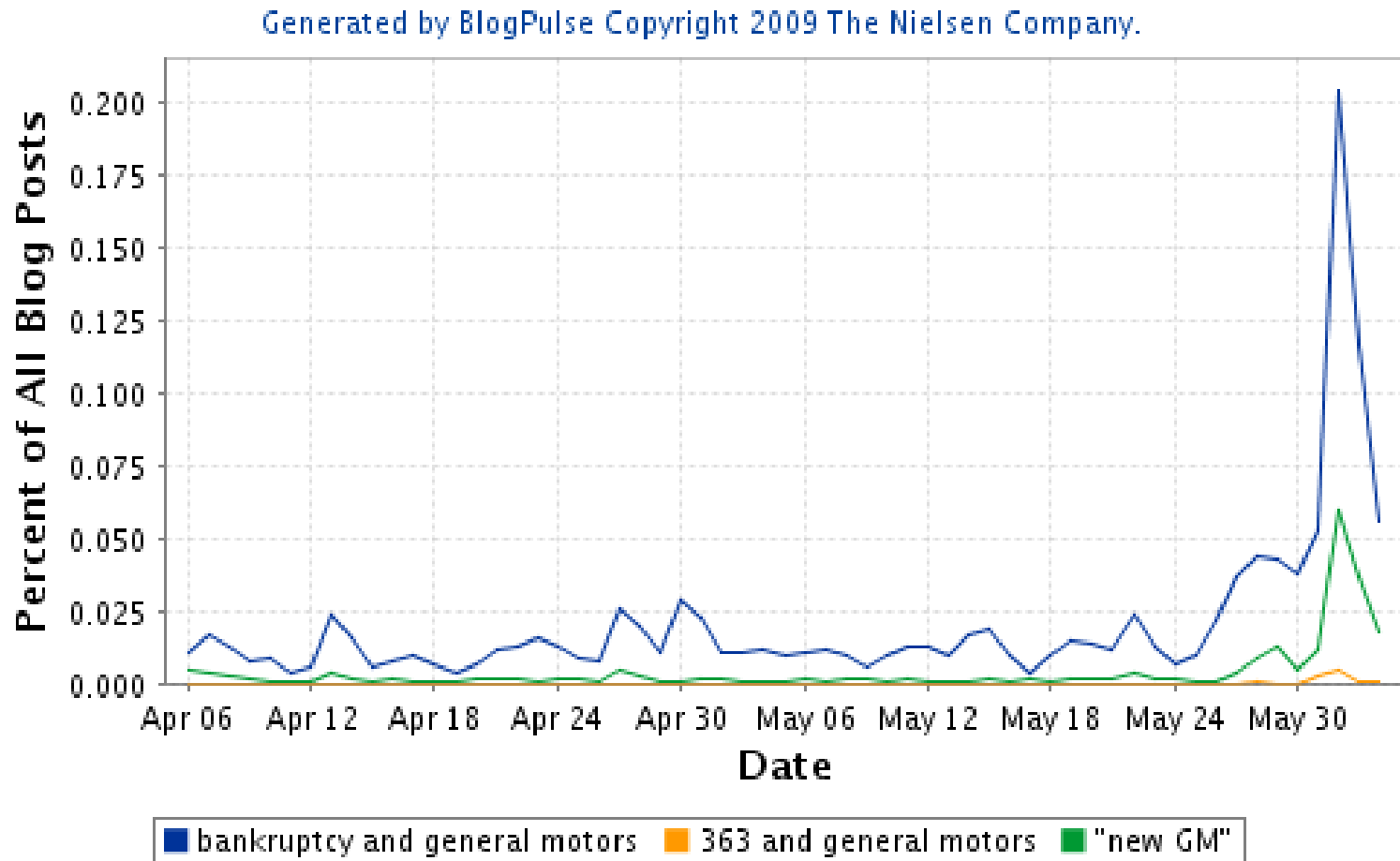
Previously: 45.2

Online Media Summary – 23May09 thru 5June09

- While the arrows along the bottom of the prior page are trending up, it is because it is a 7-day average
- As shown below, tone has remained fairly steady since the filing but other measures are trending down



Trend Results



Source: Nielson BlogPulse Tool

Defining Goals and Objectives

- In summary
 - Plan your plan
 - Work your plan
 - Measure your plan
 - Use your measurement to improve your next plan!

