

# Assessing Your Resources: Money, Personnel, Time

Mary Henige, APR

Director, Social Media, Broadcast, Diversity & Consumer Communications

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# Assessing the situation

- We're living in an information overload environment
- We're highly reliant on technology for our news and are more “socially” connected than ever before
- In this precarious economic environment, our audiences are often oblivious to us and our messages – it's about them!

How do we breakthrough and become relevant?

# It's about relationships – Externally

- It's easy to hate companies, but harder to dislike individuals
- Big dollar programs that aren't targeted don't always work as well
- In this economy, we need to avoid even the perception of frivolous spending
- Social media and networking outreach is low to no cost – can personalize and target messages

# It's about relationships – Internally

- Cross-functional collaboration and respect are key
- It helps to have a common super-focused goal
- Clear priorities allow tough decisions to be made on whether or not to provide resources & support
- Shared or pooled budgets
- Joint meetings give everyone a voice and stake
- Good ideas should be “allowed” to win



# re: invention

Your window into the reinvention of GM.  
See how we're reinventing the automobile and our company.

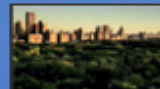
A clip from GM CEO Fritz Henderson's June 1 address to employees

**Play Video**

GM CEO addresses employees

00:00 02:18

PLAY email get link



## re: progress

GM Opens Largest, Most Advanced Automotive Battery Lab In The U.S. ▶

Fritz Henderson's Senate Testimony on Dealer Consolidation ▶

General Motors, Penske outline proposed deal for purchase of Saturn ▶

Summary FAQ on GM's Chapter 11 Filing ▶

>>See all progress reports

### QUESTIONS ABOUT GM'S RECENT COURT FILING?

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*Mary Henige, APR*

*mary.henige@gm.com*

*313-667-4103*