



Enterprise-wide Redeployment: *Major Communication Events*

Note: All communications delivered by the General Managers, Supervisors, Human Resources and the Career Counselors will be carefully scripted. All parties will receive coaching prior to message delivery.

Enterprise-wide communications regarding SFA's vision, changing business needs, requirements, and organizational structure, should be communicated early and often in a variety of forums. These messages should emphasize impacts on employees and the new employee support structures (such as the Career Counseling Center) that SFA is implementing to assist employees with the transition.

General Manager and Human Resources conduct meeting with Impacted Employee Group

General Manager and Human Resources conduct meeting with Channel

Supervisor and Human Resources conduct one-on-one meetings with each impacted employee

Employee engages in multiple meetings/interactions with Career Counseling Center

Employee pursues selected career alternative

Career Counselor follows up with employee regarding success of transition

Major Communication Events

Objective:

Informational - focused on business context

Key Messages:

- What is changing and business reasons
- All employees are valued resources and will have options
- Career Education Center help make a decision that is best for each employee
- Next Steps
 - one-on-one meeting w/ supervisor
 - career counseling support

Objective:

Informational - focused on business context

Key Messages:

- Reaffirm messages from meeting with impacted employees but focus on overall impact to channel

Objective:

Deliver and discuss notification letter and ease employee's individual concerns

Key Messages:

- Employee's function has been eliminated but they are a valuable resource & SFA is committed to supporting them
- Career counseling center will help identify options that match skills and interests
- It is the employee's responsibility to contact the career counselor

Objective:

Explain options, provide resources employee select alternatives, and facilitate employee through transition process

Key Messages:

- Outline all options
- Eliminate options that don't meet employee's needs
- Conduct skills inventory if necessary to match skills and interests with SFA needs
- Discuss results and options so that employee can decide which alternatives to pursue
- Provide career development/ planning tools & resources

Objective:

Confirm that employee is satisfied with decision

Key Messages:

- SFA is committed to ensuring each employee has a meaningful career
- Process is ongoing and career counseling is available to employee throughout his/her career



Major Communication Events: Scenario A Impacted Employee Chooses to be Reassigned within SFA

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Communications are triggered by FMS implementation. The FFEL system will be retired and the contract cancelled. 12 positions in Financial Partners are impacted.

Employee's (Julie's) Background:

- Has worked in SFA for 10 years and is now a GS-13 in Financial Partners
- Current job focus is FFEL contract management
- FMS system makes FFEL obsolete and therefore the contract will be cancelled

