



Human Resources Modernization

SFA's New Performance Development Process Communications and Deployment

To effectively deploy key components of SFA's new Performance Development Process by October 1, it will be important to:

- Create and continue to repeat *easy-to-understand key messages in multiple venues* that focus on benefits to employees and a clear explanation of how the process “works” and what’s next
- Ensure *Calvin Thomas and John Mondragon* are seen as *accessible* and approachable during the roll-out
- *Partner with Lisa Cain* of SFA Communications to disseminate key messages using routine vehicles
- *Create a single Job Aide Package* available to employees on SFA Net, Perform.com and via e-mail
- *Focus on performance support* rather than creation of complex training manuals
- *Utilize PBO Coaches* as regional trainers and performance supporters in addition to the HR Modernization Team (talk with Dwayne about including the PBO Coaches)
- *Provide employees with a point of contact* during the month of October where they can call when they have questions while using the tool (need to discuss details – e.g. 800#??)

Communications Blitz

The Communications Blitz will capitalize on all of the enterprise-wide communication vehicles currently in place at SFA. The HR Modernization Team will work in close partnership with Lisa Cain of SFA Communications to ensure timely and effective message delivery. The following vehicles will be used (see calendar for details):

- **Poster Campaign** – posters will be sent to regions and posted in headquarters on a weekly basis – these posters are meant to attract attention and direct employees to various sources for additional information
- **Bi-Weekly Employee Satisfaction E-mails** – SFA Communications sends weekly e-mails to employees announcing initiatives that SFA is undertaking to increase employee satisfaction. Lisa Cain will use the new Performance Development Process as the topic for these emails on August 31 and September 28
- **Inside SFA** – This topic-specific email news brief will be sent by SFA Communications to all employees at the beginning of September – with a focus on the what, when, where, why and how of the new process.
- **Internal Communicators (ICs)**– Calvin is scheduled to meet with the ICs on September 7, during this time he will share a fact sheet with the ICs and discuss the roll-out/implementation plan.
- **SFA Net** – All fact sheets, job aids, and announcements will be posted on SFA Net. Additionally, a scrolling headline will be added to the intranet to announce the new program.
- **In Step** - The monthly In Step Newsletter will be distributed to all employees the last week of September. We will ensure that a feature article about the new process is included in this publication
- **SFA Leadership Team Meetings** – On a weekly basis, progress of the program will be reported to the Leadership Team. Additionally, these weekly meetings will provide a forum for training/educating the Leadership Team and providing them with the tools/facts they will need to communicate with their employees.

“Information Session” - Deployment

Given the short timeframe we have for roll-out of the new process and on-line tool, we envision creating a single Job Aide/Training Package to be used with several audiences in several venues. (See calendar for dates)

1. Create Job Aide Package which describes context for creating new process, elements of new process, and step-by-step instructions for using the on-line tool.



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2. Conduct Information Session with the Leadership Team during their weekly meeting on September 21, using the Job Aide Package.
3. Conduct a "Train-the-Trainer" Session with SFA University's PBO Coaches during the week of September 25 using the Job Aide Package.
4. Send Job Aide Package (via email and hard copy) to all employees in advance of Information Sessions to begin October 2.
5. Information Sessions and Open Houses (October 2 – 13/20)
 - SFA HR leads Information Sessions in headquarters with all of the channels and organization units
 - PBO Coaches lead Information Sessions in the Regions with SFA HR participating in at least 4 of those sessions
 - SFA HR Modernization Team holds two, all day Open Houses in Headquarter's training room where employees can come at any time of the day to ask additional questions, practice using the on-line tool or receive one-on-one assistance
 - PBO Coaches communicate their availability to provide one-on-one assistance as needed (similar to Open House held at Headquarters)
 - SFA Modernization Team creates a Point of Contact telephone number where individuals can call if they need assistance as they are using the tool during the month of October

August 2000

Performance Development Process Deployment

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
	1	2	3	4	5/6
7	8	9	10	11	12/13
14	15	16	17	18	19/20
21	22	23	24	25	26/27
28	29 Fact Sheet Brainstorming Session	30	31 Leadership Team Mtg (Update on Performance Dev. Process)		

Updated 10/17/00, 9:25 PM

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September 2000 Performance Development Process Deployment

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
				1 Complete Fact Sheet and send to Candy for review	2/3
4 LABOR DAY	5 Poster #1 (1st announcement)	6	7 Internal Communicators Mtg (Share Fact Sheet) Leadership Team Mtg (Fact Sheet, Next Steps)	8 Inside SFA	9/10
11 SFA Net Teaser sent via email Fact Sheet Posted to SFA Net Scrolling Headline Posted to SFA Net	12 Poster #2 (Check Intranet) Calvin meet w/Union reps in San Fran.	13	14 Employee Satisfaction E-mail Calvin meet w/Union reps in Chicago	15 Calvin meet w/Union reps in New York	16/17
18	19 Poster #3 Calvin meet w/Union reps in DC	20	21 Leadership Team Mtg (Info. Session & Schedule)	22	23/24
25 In Step Article Give Lisa Cain Job Aide Package for posting to SFA Net Send e-mail invitation for Info. Sessions	26 Poster #4 (Info. Sessions and Job Aide coming) PBO Coaches "Information Session" (one day this week)	27 Job Aide Package emailed and mailed to all employees Job Aide Package Posted to SFA Net	28 Employee Satisfaction E-mail	29	30

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October 2000 Performance Development Process Deployment

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
NOTE: Performance Support Point of Contact phone number available month of October					1
2 Information Sessions -Regions and Hdqrtrs.	3	4	5	6	7/8
→					
9 Information Sessions -Regions and Hdqrtrs.	10 Send e-mail invitation for Open Houses (Headquarters only)	11	12	13	14/15
→					
16 Information Sessions -Regions and Hdqrtrs. Open House Hdqrtrs.	17	18	19 Open House Hdqrtrs.	20	21/22
→					
23	24	25	26	27	28/29
30	31				