



Employee Transformation: *Communication Timeline*

The focus of the communications will be SFA's commitment to creating opportunities for employees and investing in employee development.



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.

Open Issues:

- Currently, there is not a formal mechanism to collect feedback related to employee transformation
- Currently, there is not a means for replacing rumor with facts - should we consider weekly Leadership Team updates