



# Communications Playbook

*Simplify, Standardize, and Align*



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Engage!  
Digitize yourself!  
Digitize your customer experience!



# DSO AOB Communications Bureau

## Goals

- Develop an improved digital communication experience that drive DSO adoption of Cisco

ASK MMD



# Overarching change management communications phases and objectives

Collaborate on **centralize change communication** that enable greater program alignment and standardization

**ASK**  
Planning

**Readiness Implementation**

Assess and standardize the implementation of regional relevant and globally aligned communications plans

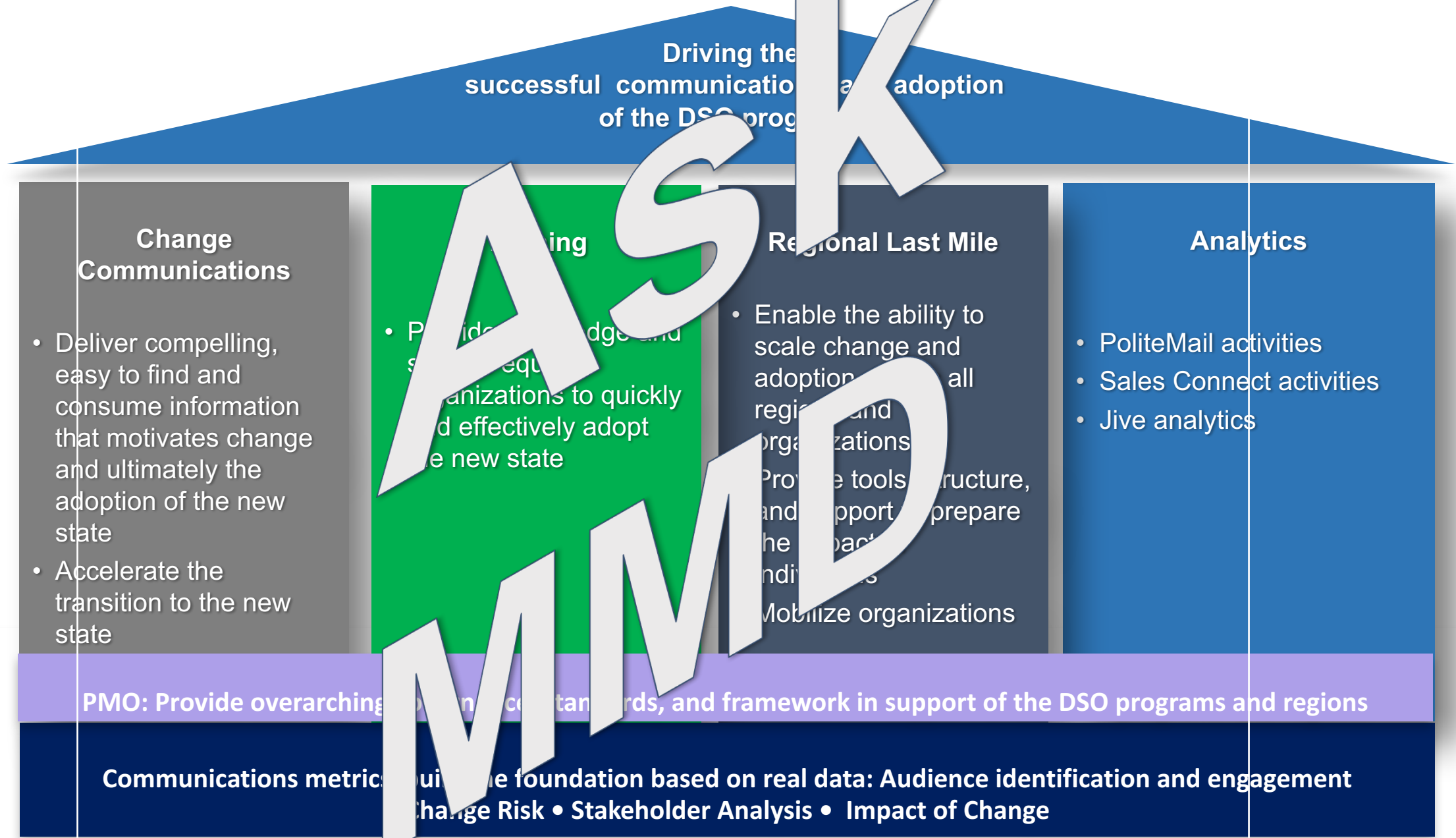
**Embed Measure**

Partner with regions and program for effective embedded communications plan and develop **access to analytics** for effective strategic evaluation

- Simplify and up level overall strategic messaging
- Build alignment and consistency among programs
- Streamline communications to audiences when possible
- Utilize process efficiencies
- Develop processes and tools to improve Sales and partner audiences' Digital Experience that drives adoption

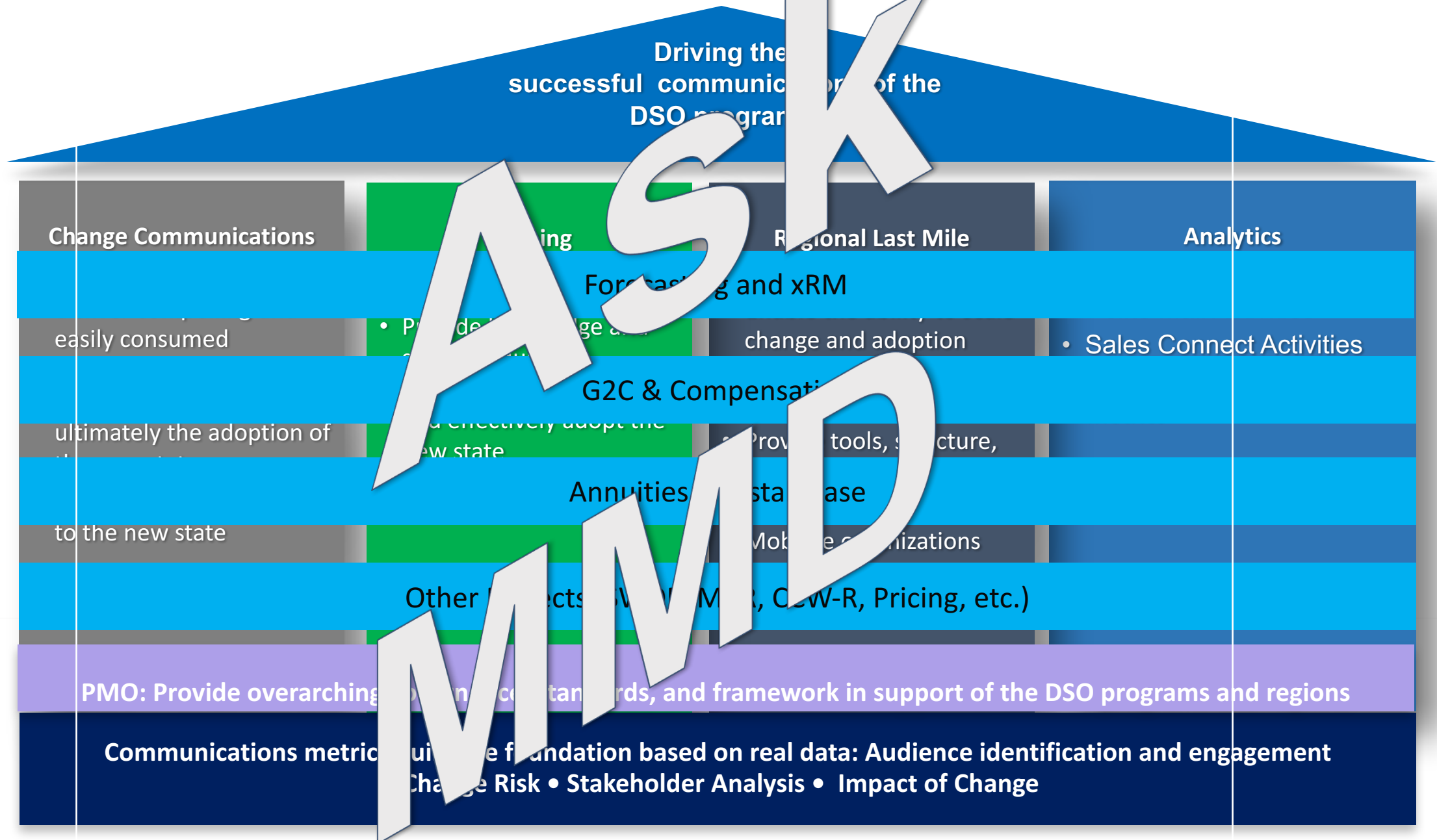


# DSO Change Management Overarching Scope





# DSO Change Management Overarching Scope





# Segmented audiences identification

Business value/impact, training, tools, feedback mechanisms	Cisco Sellers & Partners	<ul style="list-style-type: none"> <li>▪ Cisco Sellers</li> <li>▪ Partners &amp; Distributors</li> <li>▪ Services</li> <li>▪ CPS</li> </ul>
Vision, voice, sponsorship, business value, program status, alignment, cascading	Leaders/ Sponsors	<ul style="list-style-type: none"> <li>▪ Executive champions</li> <li>▪ Change leaders representing all relevant outside functional groups</li> <li>▪ Impacted sales leaders</li> </ul> <ul style="list-style-type: none"> <li>• Sales Strategy &amp; Planning (S&amp;P)</li> </ul>
Business value/impact, training, tools feedback mechanisms	Additional Impacted Stakeholders	<ul style="list-style-type: none"> <li>▪ Sales Ops</li> <li>▪ Customers</li> <li>▪ Finance</li> <li>▪ Legal</li> </ul>
Communication tools, messages, delivery, program status updates, and interactive feedback	Last Mile Regional Change Agents	<ul style="list-style-type: none"> <li>▪ Last Mile regional change agents representing all impacted users (internal and external)</li> <li>▪ Last mile executive communications stakeholders</li> </ul>
Program status updates, scope, timeline, vision, business value, tollgates, metrics	Governance Bodies	<ul style="list-style-type: none"> <li>▪ Steering Committees</li> <li>▪ Executive Operating Committee for each initiative</li> <li>▪ Extended Operations and Finance Leadership</li> <li>▪ DSO Program managers</li> <li>▪ Initiative Program Managers</li> </ul>



# DSO Communication Vehicles

Supporting the change curve, events, milestones, audience requirements, and analytics

Change Curve			Release/Event Driven		Platforms	
Support behavior change with vision and value	Program vision and business value, status updates and sponsor education	Targeted and specific messages	Program status updates, go-live announcements	Adoption metrics, normalization status, mitigation	Interactive, community driven, analytics	Static portals, analytics
Awareness - Adoption	Leadership Alignment	Call-to-Action	Milestone/ Event Driven	Post Launch	Push	Pull
<ul style="list-style-type: none"><li>• Video</li><li>• Overview presentation</li><li>• Cisco Live</li><li>• GSX</li><li>• Quick reference guides</li><li>• FAQs</li><li>• Digital signage</li></ul>	<ul style="list-style-type: none"><li>• All hands</li></ul>	<ul style="list-style-type: none"><li>• Sign up for training</li></ul>	<ul style="list-style-type: none"><li>• Go-live announcement</li></ul>	<ul style="list-style-type: none"><li>• Normalization emails</li></ul>	<ul style="list-style-type: none"><li>• Region/segment targeted email</li></ul>	<ul style="list-style-type: none"><li>• CEC</li><li>• SalesConnect</li></ul>

Ask MMD

Cisco Marketing reducing noise >>> less push, more pull

Cisco IT building faster than ever >>> Agile releases

Long lead times for external newsletters

Content length and timing (including urls for future details) need to reflect newsletter/page lead times and limits

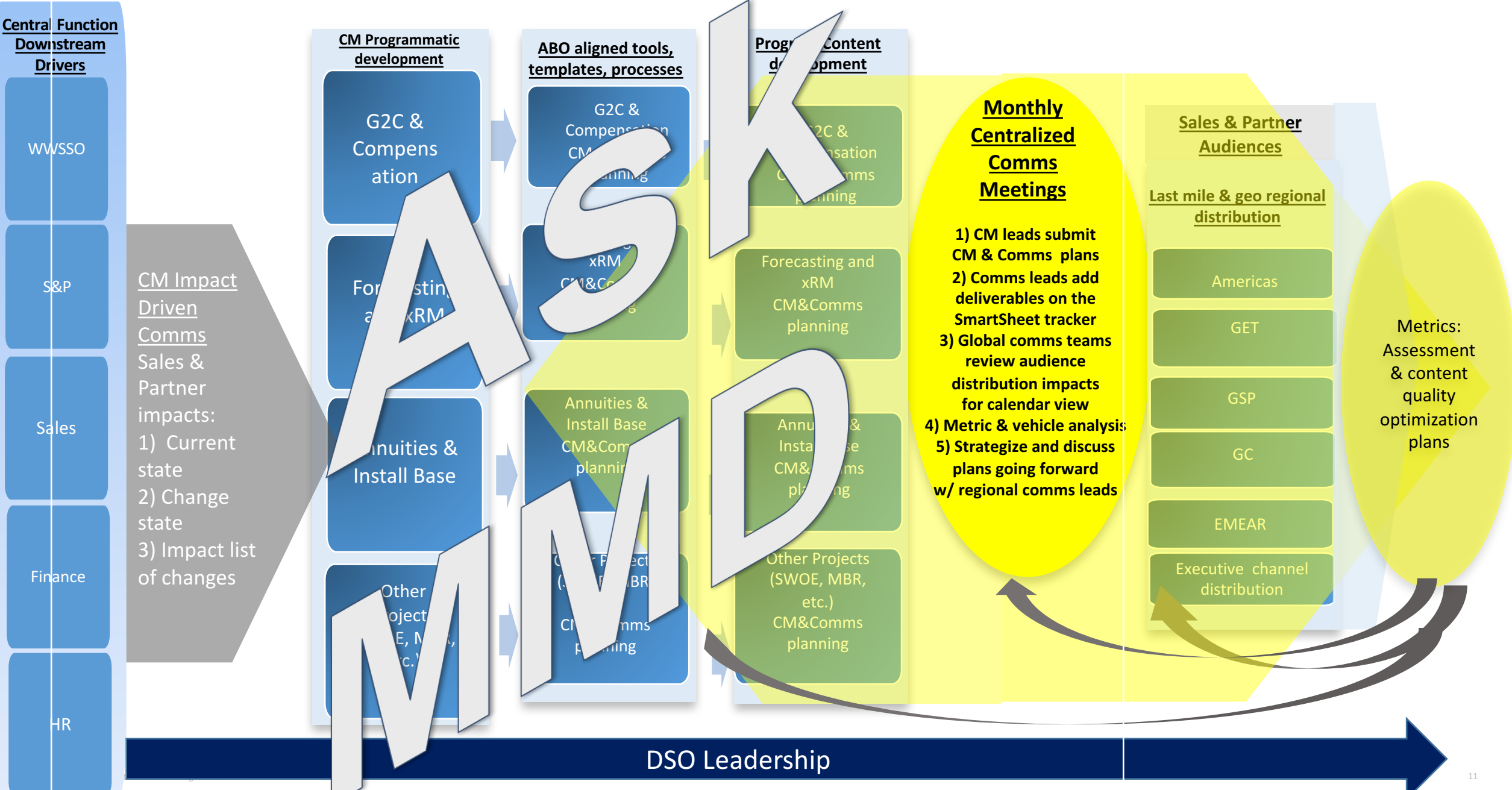
# Communications RASCI and stakeholder transformation process



**Simpler, aligned, relevant strategic messaging - Supported by leadership for Seller and Partner digital program adoption**



Overarching process for generating, developing, distributing, and analyzing DSO AOB communications



# Communications Analytics and Metrics



# Monthly comms program lead audience impact review\*\*

May 2016						
S	M	T	W	T	F	S
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	30	31				

June 2016						
S	M	T	W	T	F	S
			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	30		

July 2016						
S	M	T	W	T	F	S
					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	30
31	1	2	3	4	5	6

Ask MMD

## Discussions

Add a discussion or view a summary list of discussions.

\*\*Monthly meetings that include all program comms leads

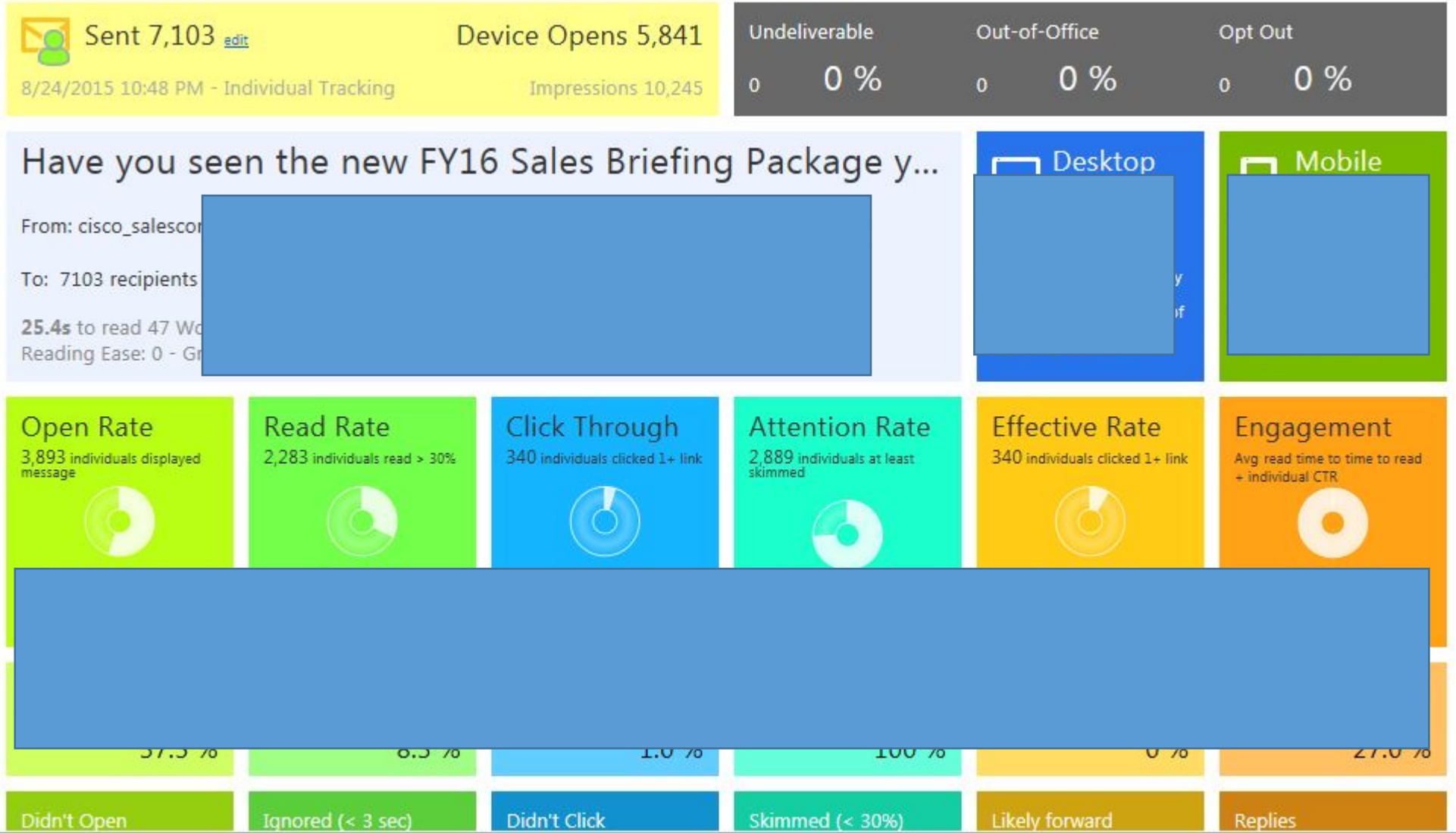
# Metrics Tracking

Beginning in Q4, all program emails will be sent using PoliteMail.

The AOB Comms Lead is responsible for letting the AOB Metrics know when emails are sent.

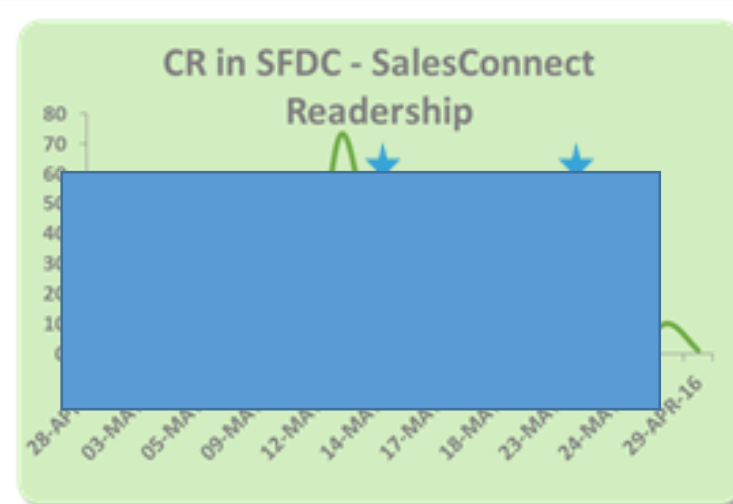
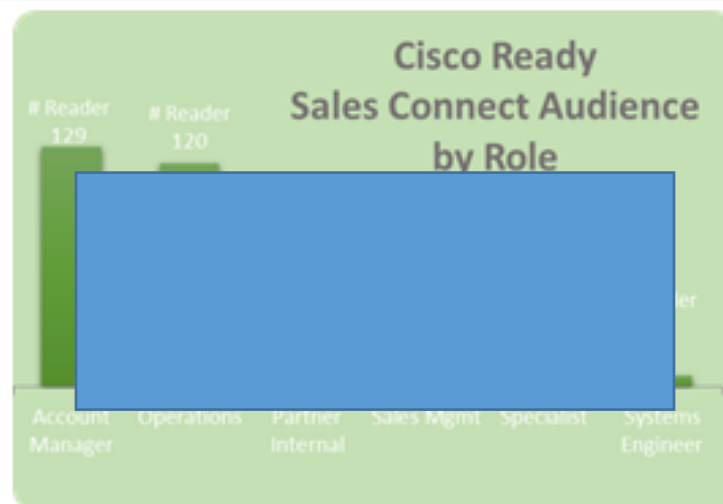
Metrics will be tracked for all program emails.

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(e.g of SalesConnect Metrics Package for CR In SFDC)



## Pilot Audience Trends

GA SalesConnect Visitors	No	yes	Grand Total
Am			
AP			
EM			
GE			
GL			
GC			
N/A			
<b>Grand Total</b>	<b>3848</b>	<b>79</b>	<b>3927</b>

GA SalesConnect Visitors			
	No	Yes	Grand Total
Acc			
Clie			
Clie			
Glo			
Ins			
#N			
OP			
Grand Total	3848	79	3927

## Most Used Sales Kit

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# DSO Communications Alignment Package



# Cisco branded comms materials

Cisco DSO PowerPoint templates

Cisco DSO email templates

Cisco Style Guide

Cisco Brand Writing Resources:

Winning with Words

Cisco Brand Language Guidelines  
(available 12 languages)

Free Writing Help Sessions

Intro to Cisco Branded Voice VOD

Other Learning & Development VODs

## Our Three Principles

### Content

**Dreaming and Doing** - We talk about ideas, possibility and the future. We prove it with specifics that make these dreams real.

### Structure

**Short and Relevant** - We don't waste people's time. We get to the point and focus on what is important to them.

### Tone

**Bold and Human** - We're confident, not arrogant. We've changed the world and we're still warm and approachable.



# DSO CM Communications tools and best practices

DSO AOB Smartsheet Stakeholder Comms Calendar

CM Swimlane Template

CM Communications Planner Template

Communications Content Development & Distribution  
Intake Form

Box Link for Monthly Change Communications Plans

Best Practices for Running a Meeting





# Appendix



# Communications Channel Analysis and Overview for PMs (1 of 2)

Platforms and Vehicles	Region	Audience	Frequency	Lead Time (Add time for regions to work with content and make arrangements.)	Metrics	Responsible	Editorial Requirements
SalesConnect Platform	All	Internal and external	Continuous	Varies for new		Global CM team	
	ASK MMD						
Operations Exchange Community							
Partner and Distributor Central Sites							
Program Jive Communities							
Targeted Emails							
Region/Segment/Segment Team Jive Sites (Numerous)							
Cisco Partner/Partner Plus Snapshot Newsletter				date), inclusion dependent on partner category preference selections			8 words, body 25-30 words, 2 word call to action and externally-accessible url

# Communications Channel Analysis and Overview for PMs (2 of 2)

Platforms and Vehicles	Region	Audience	Frequency	Lead Time (Add time for regions to work with content and make	Metrics	Responsible	Editorial Requirements
Cisco Distributor N	ASK MMD						
APJ Cisco Partner Newsletter (CPN)							
Connecting APJ & Connecting GC							
APO News Internal Newsletter							
APO News External Newsletter							
GCS Chief of Staff Bulletin (Services) Newsletter		Focused teams		date)	cascade model /built for speed		plus url for more information

# How to Request an Ad Hoc Communication –

From inside and outside DSO





