



empulse

Keeping your finger on the pulse

empulse Trial
Pre-defined Messages



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Introduction

This document provides a full catalogue of the pre-defined messages to be sent out each day of the trial through the *empulse* Workbench, which will be received within the *empulse* Client.

It will give the Publishers a chance to practice sending various messages, as well as Users receiving and managing within the Client. It will also then give Management experience of reviewing the data that is produced within the Workbench.

How to use this document

Publishers will be able to cut and paste the text from this document into the Workbench directly, however, please note the following;

- All **formatting** within this document cannot be copied into the Workbench, so please make sure you change the messages from time to time with different text or color of text to keep things interesting!
- When adding images into the messages you won't be able to copy and paste from the templates below, you will need to save them on your device and insert them into the message, we will send you the necessary image files separately.
- Some of the messages should include links (web URLs), it would be useful if these were live ones that your business uses.

Please note the following for Admin role:

- Create the subscriptions as instructed

Please note the following for Users:

- To provide feedback as and when instructed
- Subscribe to subscriptions based on the quality / benefit received from that subscription.

Please note the following for Management:

- To analyze the data captured within the workbench



Phase 1 (Days 1, 2 and 3)

Phase 1 of the *empulse* trial / evaluation will be an introduction to using both the *empulse* dashboard and *empulse* client. It will give all users the chance to practice using the system.

Pre-defined messages will be used to demonstrate how employees are empowered to improve their communications in response to message feedback.

45 Messages will be published over 3 days.

Each subscription shall receive 3 messages per day, the quality of each message will be variable, and the User will be instructed how to respond.

5 Subscriptions (communication channels) will need to be created as follows.

1. HR - Good messaging and improves
2. Social - Good messaging
3. Business News - A mixture of good and a few bad messages
4. Facilities - Bad messaging
5. IT General - Initially bad messaging but improves

The employees' feedback will be as follows;


1. HR - All 'thumbs up' messages
2. Social - All 'thumbs up' messages except 2, 4, 8 that are 'no response'
3. Business News - All 'thumbs up' messages except 3, 8 that will be 'thumbs down'
4. Facilities - All 'thumbs down' messages except last one that is 'no response'
5. IT General - First 4 messages will be 'thumbs up', then the remaining will be 'thumbs down'



HR Subscription - Day 1

Title	HR - Message 1
Body of message	<p>Hi,</p> <p>I would like to welcome you on your 1st day at BAE SYSTEMS and I look forward to meeting you when I am back on-site.</p> <p>We strive to create a positive working environment and therefore do not hesitate to contact me if you are experiencing any problems.</p> <p>John Smith HR Director</p>


Title	HR - Message 2
Body of message	<p>Hi,</p> <p>Please see below an update regarding the new Employee Engagement Program we are implementing across the organization.</p> <p>The 1-day training program shall commence on the June 3rd with all employees scheduled to attend during the next 3 months. You should have been notified about your training date.</p> <p>Please contact me if you have not received an invitation to attend the training session.</p> <p>Many thanks Shelley Smith Employee Engagement Training Co-ordinator</p> <p>ACTION – Please press the ‘thumbs up’.</p>

Title	HR - Message 3
Body of message	<p>Hi,</p>  <p>The annual ‘High Achievement Awards’ evening is scheduled for June 1st at the Traditions Hotel & Spa, Johnson City.</p> <p>I am delighted to tell you that you have been selected to attend by the Management Team for your excellent contribution during the year. We hope you can attend. A member of my team will contact you directly to provide more details.</p> <p>Thanks, John Smith HR Director</p> <p>ACTION – Please press the ‘thumbs up’.</p>




HR Subscription - Day 2

Title	HR - Message 4
Body of message	<p>Hi,</p> <p>Due to the latest weather forecast (https://www.metoffice.gov.uk/) we are closing the site at 3.00pm today.</p> <p>Your safety is our priority, and the storm is expected to arrive this evening.</p> <p>We will follow our usual procedure regarding 'Time Management' that has been agreed to with the workforce.</p> <p>Please stay safe.</p> <p>John Smith HR Director</p> <p>ACTION – Please press the 'thumbs up'.</p>


Title	HR - Message 5
Body of message	<p>Today, you have worked at our company for 25 years.</p>  <p>In recognition of this service, we are delighted to give you a \$500 voucher and invite you to the Long Service Association Dinner to be held in October.</p> <p>I would like to personally thank you for your excellent service.</p> <p>John Smith HR Director</p> <p>ACTION – Please press the 'thumbs up'.</p>




Title	HR - Message 6
Body of message	<p>Hi,</p> <p>I would like to wish you and your family a very Merry Christmas and Happy New Year.</p>  <p>Thank you for all your support during this year.</p> <p>John Smith HR Director</p> <p>ACTION – Please press the ‘thumbs up’.</p>

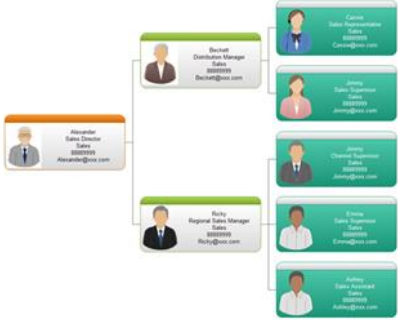


HR Subscription - Day 3

Title	HR - Message 7
Body of message	<p>Hi,</p> <p>I would like to thank you for your support of our Employee Engagement Program that we are implementing across the organisation.</p> <p>The excellent reaction we have received from the workforce has been wonderful and much of this is as a result of your dedication and contribution.</p> <p>I have therefore put you forward for an 'Employee Achievement Award'.</p> <p>Thanks again.</p>  <p>John Smith HR Director</p> <p>ACTION – Please press the 'thumbs up'.</p>


Title	HR - Message 8
Body of message	<p>Hi,</p> <p>Today, Mr Elvis Presley, our Engineering Director retires after 42 years of service.</p>  <p>I think you will agree that he has been a true inspiration to his colleagues and his work will be remembered by everyone.</p> <p>Please do wish him well on his retirement.</p> <p>John Smith HR Director</p> <p>ACTION – Please press the 'thumbs up'.</p>




Title	HR - Message 9
Body of message	<p>I am pleased to appoint Ricky James as our new Regional Sales Manager.</p> <p>Ricky joins us from Acme Company and has a wealth of experience in the industry.</p> <p>We wish Ricky every success in this new role.</p>  <p>ACTION – Please press the ‘thumbs up’.</p>




Social Subscription - Day 1

Title	Social - Message 1
Body of message	<p>Hi,</p>  <p>We are holding our Site Christmas Party on December 18th at 7pm at the Endicott Social Club and you are invited to attend with your partner.</p> <p>Tickets are free and include one drink and a buffet. The music will be provided by a superb country rock band called 'The Eagles' who you may have heard before.</p> <p>Ricky Neil Social Club Secretary</p> <p>ACTION – Please press the 'thumbs up'.</p>

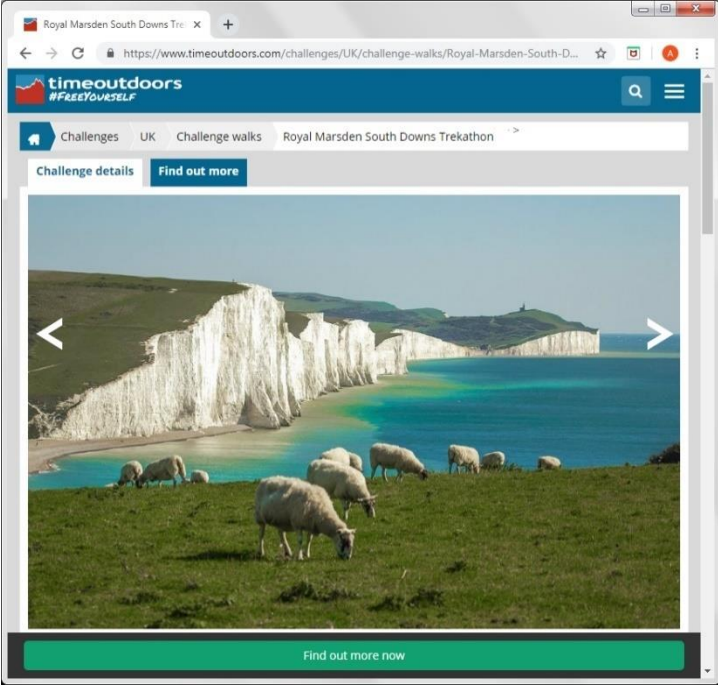
Title	Social - Message 2
Body of message	<p>Hi,</p> <p>Over the weekend we hosted the Endicott Bowling Championship and the winner was Mr Grant Wilson from Production. Congratulations Grant.</p>  <p>Ricky Neil Social Club Secretary</p> <p>ACTION – No action required.</p>



Title	Social - Message 3
Body of message	<p>Hi,</p> <p>I am delighted to share that two couples working at Endicott got married this weekend.</p> <p>They were Bill Frogg and Sheila Hancock who work in Production, and Ben Stiller and Bette Davis who work in Marketing.</p> <p>Congratulations to both.</p> <p><i>Ricky Neil</i> Social Club Secretary</p> <p>ACTION – Please press the ‘thumbs up’.</p> 




Social Subscription - Day 2

Title	Social - Message 4
Body of message	<p>This year's Wellness Walking challenge will commence on the 1st of next month. Please register your teams online.</p>  <p>Further information on the challenges available can be found from https://www.timeoutdoors.com/challenges/UK/challenge-walks</p> <p>A prize will be awarded to the team who walk the most steps in 6 weeks.</p> <p>ACTION – Please press the ‘thumbs down’ as this is of no interest to you.</p>


Title	Social - Message 5
Body of message	<p>Hi,</p> <p>Congratulations to Steve Smith who has won our top prize in the employee monthly draw.</p> <p>The prize this month was tickets to a show and a night's stay away.</p> <p>Ricky Neil Social Club Secretary</p> <p>ACTION – Please press the ‘thumbs up’.</p>



Title	Social - Message 6
Body of message	<p>Hi,</p> <p>The company Christmas dinner will be held on December 18th, 7pm at The Hilton Hotel, Times Square.</p> <p>The Endicott Brass Band will be playing Christmas Carols and some of the children from St Thomas Moore Endicott Primary School will be singing.</p>  <p>Ricky Neil Social Club Secretary</p> <p>ACTION – Please press the ‘thumbs up’.</p>



Social Subscription - Day 3

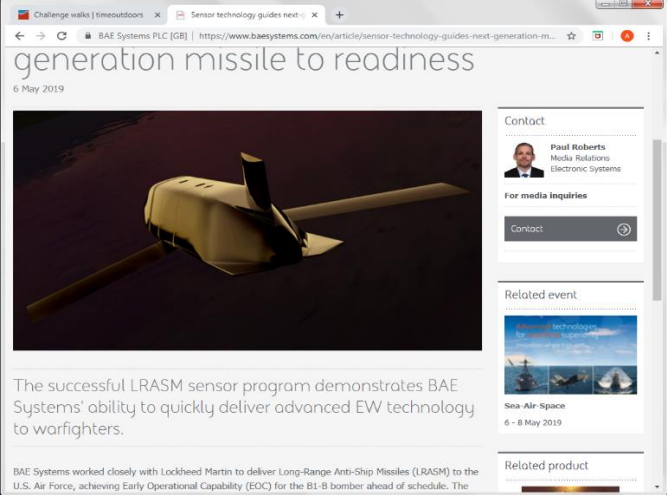
Title	Social - Message 7
Body of message	<p>Hi,</p> <p>The Endicott Walking Challenge commences on the April 5th.</p>  <p>Please submit your teams by the March 31st using the Social Website.</p> <p><i>Ricky Neil</i> Social Club Secretary</p> <p>ACTION – Please press the ‘thumbs up’.</p>

Title	Social - Message 8
Body of message	<p>Hi,</p> <p>The annual cycle race from Endicott to New York, NY is to be held tomorrow, leaving Endicott at 6.30am.</p> <p><i>Ricky Neil</i> Social Club Secretary</p> <p>ACTION – No action required.</p>

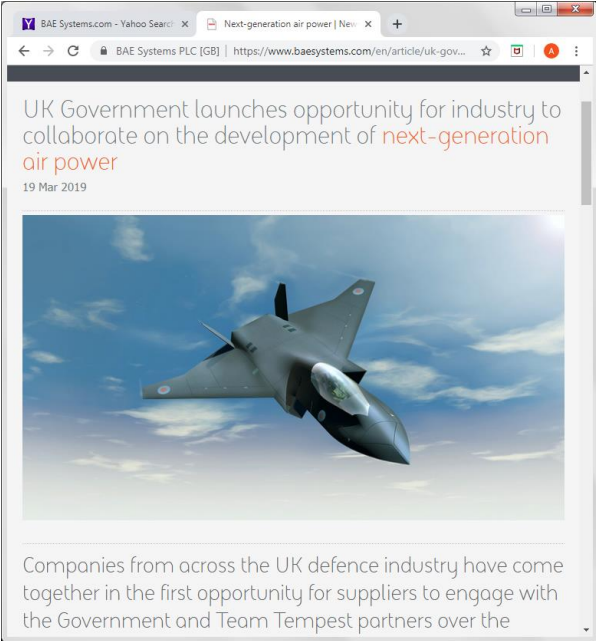
Title	Social - Message 9
Body of message	<p>Hi,</p> <p>The gates to our annual ‘Bring your family to Work’ day’, planned for this Saturday will open at 10am. Remember to bring your ticket as that will provide you and your family with a free lunch.</p> <p>I am sure it will be a big success and that your family will enjoy seeing your workplace and what we achieve here at Endicott.</p> <p><i>Ricky Neil</i> Social Club Secretary</p> <p>ACTION – Please press the ‘thumbs up’.</p>



Business News Subscription - Day 1

Title	Business News - Message 1
Body of message	<p>The successful Long Range Anti-Ship Missiles (LRASM) sensor program demonstrates BAE Systems' ability to quickly deliver advanced EW technology to war-fighters.</p>  <p>BAE Systems worked closely with Lockheed Martin to deliver Long-Range Anti-Ship Missiles (LRASM) to the U.S. Air Force, achieving Early Operational Capability (EOC) for the B1-B bomber ahead of schedule.</p> <p>Gale Field Business Manager</p> <p>ACTION – Please press the ‘thumbs up’.</p>



Title	Business News - Message 2
Body of message	<p>Please see Intranet link below for further information on UK Government launches opportunity for industry to collaborate on the development of the next-generation Air Power.</p> <div data-bbox="341 331 940 969"><p>UK Government launches opportunity for industry to collaborate on the development of next-generation air power 19 Mar 2019</p><p>Companies from across the UK defence industry have come together in the first opportunity for suppliers to engage with the Government and Team Tempest partners over the</p></div> <p>https://www.baesystems.com/en/article/uk-government-launches-opportunity-for-industry-to-collaborate-on-the-development-of-next-generation-air-power</p> <p>This is of special interest to Endicott as we will be providing Rochester many products related to air power</p> <p>Gale Field Business Manager</p> <p>ACTION – Please press the ‘thumbs up’.</p>

Title	Business News - Message 3
Body of message	<p>Hi,</p> <p>You are invited to attend the Quarterly Brief to be held in the Endicott Conference Center on July 4th.</p> <p>Gale Field Business Manager</p> <p>ACTION – Please press the ‘thumbs down’. You are on holiday.</p>



Business News Subscription - Day 2

Title	Business News - Message 4
Body of message	<p>Hi,</p> <p>Apologies for my last communication on <i>empulse</i>. I used the wrong date.</p> <p>You are invited to attend the Quarterly Brief to be held in the Endicott Conference Center on July 11th.</p> <p>Gale Field Business Manager</p> <p>ACTION – Please press the ‘thumbs up’.</p>

Title	Business News - Message 5
Body of message	<p>Hi,</p> <p>You are invited to attend the Quarterly Brief to be held in the Endicott conference center on the July 4th.</p> <p>Gale Field Business Manager</p> <p>ACTION – Please press the ‘thumbs up’.</p>


Title	Business News - Message 6
Body of message	<p>Hi,</p> <p>The Program HUD5 has been successfully qualified by Boeing. They were delighted with the product and believe it will make a real difference, improving safety in the civil airline industry.</p> <p>Thanks for your support.</p> <p>Gale Field Business Manager</p> <p>ACTION – Please press the ‘thumbs up’.</p>



Business News Subscription - Day 3

Title	Business News - Message 7
Body of message	<p>Hi,</p> <p>This is a reminder that our customer will be visiting our site tomorrow and will be reviewing our engineering and production facilities. The tour will commence at 10.00am and finish around 12.30pm.</p> <p>This is a very important visit, and I am sure we will make a good impression.</p> <p>Gale Field Business Manager</p> <p>ACTION – Please press the ‘thumbs up’.</p>

Title	Business News - Message 8
Body of message	<p>Hi,</p> <p>Just to let you know that I am on holiday as from tomorrow until 50th July 2027.</p> <p>Bill</p> <p>ACTION – Please press the ‘thumbs down’.</p>

Title	Business News - Message 8
Body of message	<p>Hi,</p> <p>The visit from our customer yesterday was a big success. Mr Kevin Philips (GTR Managing Director) was very impressed, and we are now confident that we will secure further orders.</p>  <p>Thanks for all your support.</p> <p>Gale Field Business Manager</p> <p>ACTION – Please press the ‘thumbs up’.</p>



Facilities Subscription – Day 1

Title	Facilities - Message 1
Body of message	Hi, Road to east of site closed for 2 days Facilities ACTION – Please press the ‘thumbs down’.

Title	Facilities - Message 2
Body of message	Hi, Maintenance scheduled for water tank may cause problem to be aware of Facilities ACTION – Please press the ‘thumbs down’.

Title	Facilities - Message 3
Body of message	Hi, A truck has broken down near exit to car park. Cars will be unable to exit car park until later this evening. Sorry. Facilities ACTION – Please press the ‘thumbs down’.



Facilities Subscription – Day 2

Title	Facilities - Message 4
Body of message	Hi, Site will be without electricity this afternoon due to Maintenance and our power generator has broken down. Facilities ACTION – Please press the ‘thumbs down’.

Title	Facilities - Message 5
Body of message	Hi, I would like to thank my team for completing the windows replacement program. Facilities ACTION – Please press the ‘thumbs down’.

Title	Facilities - Message 6
Body of message	Hi, Just to make you aware that we have investigated over \$2 million over the last few months upgrading the site. Facilities ACTION – Please press the ‘thumbs down’.



Facilities Subscription – Day 3

Title	Facilities - Message 7
Body of message	<p>Hi,</p> <p>Sorry for the short notice but the Cafeteria is shut today for a planned inspection.</p> <p>Facilities</p> <p>ACTION – Please press the ‘thumbs down’.</p>

Title	Facilities - Message 8
Body of message	<p>Hi,</p> <p>George Goodwin retires today and he has worked in facilities for 5 years. We wish him a long and happy retirement.</p> <p>Facilities</p> <p>ACTION – Please press the ‘thumbs down’.</p>

Title	Facilities - Message 9
Body of message	<p>Hi,</p> <p>Approval has been granted to refurbish the canteen and car parking space beyond the canteen. This will commence in the New Year and take 3 months to complete.</p> <p>Alternative arrangements to provide Food and car allocation are being sought and will be communicated to you in the near future.</p> <p>Facilities</p> <p>ACTION – No action needed.</p>



IT General Subscription – Day 1

Title	IT General - Message 1
Body of message	<p>Hi,</p> <p>I understand people are unhappy with the latest timesheet system that we have just deployed. Unfortunately, there is little we can do and therefore you will just have to make the best of it.</p> <p>Richard Head</p> <p>IT Director</p> <p>ACTION – thumbs down</p>

Title	IT General - Message 2
Body of message	<p>Hi,</p> <p>Please use the IT help desk if you have any problems.</p> <p>ACTION – thumbs down</p>

Title	IT General - Message 3
Body of message	<p>Hi,</p> <p>I have just been informed that the ERP system has been unavailable for 8 hours. Please be aware that my team are doing everything to rectify the problem.</p> <p>ACTION – thumbs down</p>

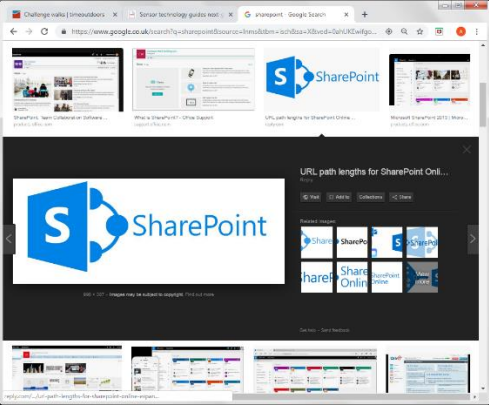


IT General Subscription – Day 2

Title	IT General - Message 4
Body of message	<p>Hi,</p> <p>I have just been informed that the ERP system has been unavailable for 8 hours. Please be aware that my team are doing everything to rectify the problem.</p> <p>ACTION – thumbs down</p>

Title	IT General - Message 5
Body of message	<p>Hi,</p> <p>My name is Jack De Vere, and I am the new IT Director.</p> <p>My top priority is to provide you with the best IT experience.</p> <p>I am aware we have much to do, and I will be providing weekly IT updates using the <i>empulse</i> tool.</p> <p>Please provide me with your positive or negative feedback as it is very important to know if we are communicating well and doing a good job.</p> <p>Thanks,</p> <p>Jack De Vere IT Director</p> <p>ACTION – thumbs up</p>



Title	IT General - Message 6
Body of message	<p>Hi,</p> <p>What ?</p> <p>SharePoint will be unavailable for system upgrades</p>  <p>Why ?</p> <p>To upgrade SharePoint to Version 2016 which provides improved integrations to our e-business systems</p> <p>When?</p> <p>Friday 26th April 7:00pm to Sunday 28th April 7:00pm</p> <p>Please contact IT support for more information</p> <p>Jack De Vere IT Director</p> <p>ACTION – thumbs up</p>



IT General Subscription – Day 3

Title	IT General - Message 7
Body of message	<p>Hi,</p> <p>A quick update on what's happening in IT</p> <p><u>Windows 10</u> Please note we will be updating all desktop and laptops with new Windows 10 devices.</p> <p><u>New HR System</u> We will updating HR System with a new system from Oracle during Q4 with significant new features which will allow all performance reviews to be completed on-line</p> <p><u>Finance Systems automation</u> We will be introducing automation into the finance systems to reduce the month-end close process from 4 days to 1 day. Please support the finance team with this change activity</p> <p>Jack De Vere IT Director</p> <p>ACTION – thumbs up</p>

Title	IT General - Message 8
Body of message	<p>Hi,</p> <p>Thanks for completing the recent IT survey. We have now reviewed all the feedback and have identified several IT performance issues all related to our network.</p> <p>I am pleased to tell you that we have upgraded the network and we are confident that these issues should now be mitigated.</p> <p>Thanks for the feedback and we will continue to monitor the network performance.</p> <p>Jack De Vere IT Director</p> <p>ACTION – thumbs up</p>

Title	IT General - Message 9
Body of message	<p>Hi,</p> <p>Having reviewed the Annual IT Survey I am pleased to report that the feedback has been very positive. This achievement is based on excellent work undertaken by the IT team and the constructive feedback from the workforce.</p> <p>Only by working together can the service be improved. Let us continue this communication.</p> <p>Jack De Vere IT Director</p> <p>ACTION – thumbs up</p>



Analysis of first 3 Days

HR and Social Subscriptions indicate that the users liked the information that was being shared.

Business News represented how most channels would work in the live version. The publisher should review the feedback and talk to some of the users if too many negative returns occur.

Facilities was the worst scenario. It meant the information was of no interest to the users and the publisher had not responded to the feedback.

IT General demonstrated how the user feedback has helped the publisher improve their message content. This is an excellent result and shows how empowering employees can improve communications.

This could be sent out as a message within empulse to let the users know the results of the first part of the trial.



Phase 2 (Days 4 to 10)

Phase 2 uses another set of pre-defined messages that demonstrate how to use *empulse*, however the User will now decide how to respond. This phase takes 7 days and is much more comprehensive. The messages will need to be customized with different text formats, colors etc. and there will occasionally need to be images (you will need to find and insert the images) and links inserted to make them more interesting (not every message!).

During this phase, employees can decide,

- a) which subscriptions they wish to subscribe to,
- b) what feedback they wish to make (thumbs up or down)

4 Subscriptions (communication channels) will need to be created as follows,

- a) IT
- b) Engineering
- c) Site Communications
- d) Marketing

The subscriptions that need to be created and selected employees are invited to join are,

- e) Project X. (Business project)
- f) Publishers. (This is a channel to help support publishers improve the quality of their communications. I.e. provide training, guides, tips, etc)

There are up to 3 messages per day for each subscription. (Note - sometimes there may be none.)



DAY 4

IT Subscription

Title	IT Subscription - Message 1
Body of message	<p>Hi,</p> <p>It is my intention to provide a weekly update regarding your IT Service.</p> <p>I will keep it clear and concise and hope it keeps you better informed about IT.</p> <p>I also welcome your feedback.</p> <p>Thanks, Eric Ball IT Lead</p>

Title	IT Subscription - Message 2
Body of message	<p>Hi,</p> <p>1st Weekly IT Update</p> <ol style="list-style-type: none">1) The general feedback regarding the ERP upgrade has been positive. Two issues were identified but these were mitigated within 1 hour. Thanks to everyone for their support.2) Engineering reported a poor network performance, and this was escalated to our network team who provided a temporary fix that mitigated the problem. The full resolution is planned for the coming weekend.3) We have been implementing a real-time user feedback capability by using the <i>empulse</i> tool. We want the IT team to become more pro-active and to understand employees positive and negative views about IT. This feedback will be visible to the IT team immediately so that they can improve the IT service. <p>Thanks, Eric Ball IT Lead</p>

Title	IT Subscription - Message 3
Body of message	<p>Hi,</p> <p>This is a reminder that the PLM system is scheduled this weekend for an update and will not be available from 8.00am Saturday April 5th until 6.00am Sunday April 6th.</p> <p>IT PLM Support Team</p>



Engineering Subscription

Title	Engineering Subscription - Message 1
Body of message	<p>Hi,</p> <p>This Is Bill Smith, your Engineering Director and sponsor for the <i>empulse</i> communication tool.</p> <p>Commencing as of today, I will publish updates regarding what is happening in Engineering using this subscription. I do hope you find it interesting and of benefit to you.</p> <p>Regards,</p> <p>Bill Smith Endicott Engineering Director</p>

Title	Engineering Subscription - Message 2
Body of message	<p>Hi,</p> <p>This week we reviewed the Engineering feedback regarding the Endicott Quarterly Brief. Your key feedback was that the brief was better than previous but that the Finance and IT briefs were both confusing and too long. Both departments have committed to addressing this feedback at the next Quarterly brief.</p> <p>Thanks for your support.</p> <p>Bill Smith Endicott Engineering Director</p>

Title	Engineering Subscription - Message 3
Body of message	<p>Hi,</p> <p>This is to remind you that our Software Capability Maturity Model assessment is scheduled for next week. I believe we will do well and would like to thank everyone for their support over the last six months.</p> <p>Bill Smith Endicott Engineering Director</p>



Site Communications Subscription

Title	Site Communications Subscription - Message 1
Body of message	<p>Hi,</p> <p>Our Crisis Management test is scheduled for tomorrow and this is to remind you that <i>empulse</i> will send an Alert message to your screen.</p> <p><i>Please Note - this Alert message will be a test, and not a real crisis.</i></p> <p>Thanks, Communication Team</p>

Title	Site Communications Subscription - Message 2
Body of message	<p>Hi,</p> <p>I have just attended a Senior Management meeting at BAE Systems Headquarters, Washington and was delighted to hear such compliments being paid to Endicott. I was so proud to receive the Most Improved Business Award from our Chief Executive, Peter Browning.</p> <p>Well Done to everyone.</p> <p>I look forward to seeing you all on my return.</p> <p><i>Jonathan Taylor</i> Endicott Director</p>

Title	Site Communications Subscription - Message 3
Body of message	<p>Hi,</p> <p>Please attend a briefing from Jonathan Taylor tomorrow in the Conference Center at 10.00am. He would like to update everyone regarding the award he has just received.</p> <p>He would like to thank everyone for their support.</p> <p>Thanks, Communication Team</p>



Marketing Subscription

Title	Marketing Subscription - Message 1
Body of message	Hi, This is the Marketing subscription. Welcome. Thanks, Marketing Team

Title	Marketing Subscription - Message 2
Body of message	Hi, I will be publishing marketing stuff, Ted

Title	Marketing Subscription - Message 3
Body of message	We have 3 key marketing programs a) DEST b) HGT c) QwTR Ted



Project X Subscription

Title	Project X Subscription - Message 1
Body of message	<p>Hi,</p> <p>Welcome to Project X.</p> <p>This subscription is only available to people that have been invited to subscribe and is used to communicate to all members of the team. As the team is located across 5 sites and with many working from home, <i>empulse</i> provides a new way to communicate on a daily basis.</p> <p>Please note - your feedback is important to me so that I can improve my communications.</p> <p>Elaine Gardner Project X Manager</p>

Title	Project X Subscription - Message 2
Body of message	<p>Hi,</p> <p>I was asked yesterday why I place so much importance on planning. I provided what I thought was a good but long-winded response, and then remembered this quote.</p> <p><i>'Give me six hours to chop down a tree and I will spend the first four sharpening the axe'</i></p> <p>Abraham Lincoln</p> <p>Preparation is Key to a successful project.</p> <p>Elaine Gardner Project X Manager</p>

Title	Project X Subscription - Message 3
Body of message	<p>Hi</p> <p>This week we held a very successful project review with the Customer, and they were very happy that we have achieved all our milestones. Good news.</p> <p>This has been achieved by working as a team, supporting each other, and staying focused. We need this to continue as our key milestone for next week is to complete the system testing.</p> <p>Well done.</p> <p>Elaine Gardner Project X Manager</p>



Publisher Subscription

Title	Publisher Subscription - Message 1
Body of message	<p>Hi,</p> <p>Welcome to this subscription just for publishers.</p> <p>This aim of this subscription is to provide you with the support to improve the quality of your messages.</p> <p>There are 3 things you need to remember when creating a message.</p> <ul style="list-style-type: none">a) know your audienceb) communicate why it is importantc) be clear and concise. <p>Lucy Lead publisher</p>



DAY 5

IT Subscription

Title	IT Subscription - Message 1
Body of message	<p>This morning at 9.35 we suffered a network failure that affected several corporate systems across BAE Systems Inc. The one system that has been impacted at Endicott is the ERP system.</p> <p>I have been assured it will be recovered and available to us by midday today.</p> <p>I will keep you posted.</p> <p><i>Eric Ball</i> IT Lead</p>

Title	IT Subscription - Message 2
Body of message	<p>I am pleased to report that the ERP system is now available, and that no data has been lost. Thank you for your patience.</p> <p>I will be reviewing the reason for the failure with Corporate IT so that it does not happen again.</p> <p><i>Eric Ball</i> IT Lead</p>



Engineering Subscription

Title	Engineering Subscription - Message 1
Body of message	<p>I have seen the number of complaints Engineering have registered regarding the IT PLM system over the last Month. I have been assured by Eric Ball (IT Lead) that IT are addressing this and will have a resolution in place by the end of this day. He will provide his update using the IT Subscription.</p> <p>Bill Smith Endicott Engineering Director</p>

Title	Engineering Subscription - Message 2
Body of message	<p>Bob Dawes, my Engineering Deputy is retiring today after over 40 years of service. He has been responsible for many positive changes in Engineering and will be greatly missed for his Engineering Expertise and his sense of humor.</p> <p>Please join me in the Conference Center today at 11.00am to ensure Bob leaves us with all the abuse he richly deserves, and some praise too!</p> <p>Bill Smith Endicott Engineering Director</p>



Site Communications Subscription

Title	Site Communications Subscription - Message 1
Body of message	<p>This is just a message to make you aware that we have 2 important customers on-site tomorrow.</p> <p>The first customer will be Boeing, and they will be with us from 10.00am until midday. The second customer will be Lockheed and they will be with us from 2.00pm until 3.30pm.</p> <p>Both customers will be escorted around the site by Jonathan Taylor and Bill Smith.</p> <p><i>Lucy</i> Communications Manager</p>

Title	Site Communications Subscription - Message 2
Body of message	<p>Chess club meets every Thursday.</p> <p><i>Lucy</i> Communications Manager</p>



Marketing Subscription

Title	Marketing Subscription - Message 1
Body of message	The phase 1a for DEST has just been approved. Ted

Title	Marketing Subscription - Message 2
Body of message	The HGT phase 1b was rejected, needs more review Ted



Project X Subscription

Title	Project X Subscription - Message 1
Body of message	<p>You are invited to the 'Old Speckled Hen' for a drink after work today, as a celebration of the feedback we received from the customer.</p> <p>Hope to see you there.</p> <p><i>Elaine Gardner</i> Project X Manager</p>

Title	Project X Subscription - Message 2
Body of message	<p>We have just discovered a measurement issue during system testing that requires urgent investigation.</p> <p>Can all system leads attend a meeting at 10.30am in our project room to address this issue.</p> <p><i>Elaine Gardner</i> Project X Manager</p>

Title	Project X Subscription - Message 3
Body of message	<p>Good news.</p> <p>The system test issue was a software fault that has been corrected. Thanks to the team in resolving the issue so quickly.</p> <p><i>Elaine Gardner</i> Project X Manager</p>



Publisher Subscription

Title	Publisher Subscription - Message 1
Body of message	Simple Tip - re-read your message before you send (you will nearly always find mistakes like my last message!) <i>Lucy</i> Communication Manager



DAY 6

IT Subscription

Title	IT Subscription - Message 1 (Mandatory message – Quick Poll)
Body of message	<p>It is time for our monthly IT User Feedback Poll.</p> <p>Please tell us about your experience of IT over the last month.</p> <p>We really do act upon this information.</p> <p>Thanks,</p> <p><i>Eric Smug</i> IT Lead</p>

Title	IT Subscription - Message 2
Body of message	<p>Working from Home</p> <p>We aim to support everyone as best we can when they are on-site or working remotely.</p> <p>Key advice - while working at home we are unable to monitor your router or network connection.</p> <p>Please see link below for our best advice.</p> <p>www.wfhbestadvice.com</p> <p><i>Eric Smug</i> IT Lead</p>

Title	IT Subscription - Message 3
Body of message	<p>The PLM performance issue identified by several Engineering users has been resolved.</p> <p>Apologies for the time taken.</p> <p><i>Geoff Rogers</i> PLM IT Lead</p>



Engineering Subscription

Title	Engineering Subscription - Message 1
Body of message	<p>Please see the latest Strategic Engineering Plans in the link below.</p> <p>www.segplans.co.uk</p> <p>Bill Smith Endicott Engineering Director</p>

Title	Engineering Subscription - Message 2
Body of message	<p>Hi,</p> <p>We are registering a very high number of outstanding change controls across many projects and this is becoming a key issue. Can Engineering Project Managers please review this with their Project Managers to reduce this number.</p> <p>Phil Mace Configuration Lead</p>



Communications Subscription

Title	Communications Subscription - Message 1
Body of message	<p>Tickets for the annual Endicott summer dance to be held at the Endicott Grandstar on the July 12th are available in the restaurant as from today.</p> <p>Price is \$30 per head.</p> <p>Communications Team</p>



Marketing Subscription

Title	Marketing Subscription - Message 1
Body of message	The phase 1a for DEST has just been approved Ted

Title	Marketing Subscription - Message 2
Body of message	Sorry previous message sent twice Ted



DAY 7

IT Subscription

Title	IT Subscription - Message 1
Body of message	<p>Today we are launching our IT Buddy scheme.</p> <p>IT Buddies are employees who represent their area of the business regarding IT. All areas will have a nominated IT Buddy.</p> <p>IT Buddy role:</p> <ul style="list-style-type: none">a) provide IT support to the local areab) attend monthly IT Buddy meeting to share experiences and issuesc) support IT to improve the IT experience for all <p>Please see the link below to see a list of IT Buddies and the areas of the business they represent.</p> <p>www.buddylist.com</p> <p><i>Eric Smug</i> IT Lead</p>



Engineering Subscription

Title	Engineering Subscription - Message 1
Body of message	<p>I am absolutely delighted to report that our software team achieved a capability maturity model assessment of 4. This is an outstanding achievement and represents that we have excellent consistent processes and established a culture of continuous business improvement.</p> <p>We will be aiming to spread this best practice to other areas of the business. Well done to the whole team.</p> <p><i>Bill Smith</i> Endicott Business Manager</p>

Title	Engineering Subscription - Message 2
Body of message	<p>I have just appointed Harry Jenkins as my engineering business improvement manager and his objective is spread the software best practice to other areas of engineering.</p> <p>Please support Harry with this very difficult challenge.</p> <p><i>Bill Smith</i> Endicott Business Manager</p>



Communications Subscription

Title	Communications Subscription - Message 1
Body of message	<p>Bill Smith and I hosted both Boeing and Lockheed this week and they were both very impressed with our business capability and the positive attitude of our people.</p> <p>They both said they had seen a big improvement since visiting us 2 years ago.</p> <p>I told them the change occurred when we empowered our workforce, listened to them, and improved our communications.</p> <p>Makes you proud to work at Endicott.</p> <p><i>Jonathan Taylor</i> Endicott Director</p>

Title	Communications Subscription - Message 2
Body of message	<p>Hi,</p> <p>The 50-mile bicycle challenge is planned for the 5th August.</p> <p>All charity donations are to go to Endicott Hospice for Children.</p> <p>Entries must be registered by 31st July.</p> <p>www.50milebikechallenge.co.uk</p> <p><i>Lucy</i> Communications Manager</p>



Marketing Subscription

Title	Marketing Subscription - Message 1
Body of message	The phase 1a for DEST has just been approved Ted

Title	Marketing Subscription - Message 2
Body of message	Sorry previous message should have said the the QwTR program Ted

Title	Marketing Subscription - Message 3
Body of message	Bill Fay has now left the DEST program Ted



Project X Subscription

Title	Project X Subscription - Message 1
Body of message	<p>I am delighted to welcome Mr Kelvin Downs in joining our Project.</p> <p>Kelvin will be our production interface lead, working closely with myself. Kelvin has a wealth of experience, and we are very fortunate to have him in our team.</p> <p><i>Elaine Gardner</i> Project X Manager</p>

Title	Project X Subscription - Message 2
Body of message	<p>We are satisfying the customer, but we still have a challenge regarding the costs of the project.</p> <p>I have today held a project review and we are currently \$300,000 over budget.</p> <p>I will arrange an Opportunities Review Meeting and please attend if you have any ideas to reduce this deficit.</p> <p><i>Elaine Gardner</i> Project X Manager</p>

Title	Project X Subscription - Message 3
Body of message	<p>The Opportunities Review Meeting will be held tomorrow 10.00am in the Project Office.</p> <p>Please attend if you have any ideas.</p> <p><i>Elaine Gardner</i> Project X Manager</p>



Publisher Subscription

Title	Publisher Subscription <i>(This subscription is to support Publishers & spread best practice)</i>
Body of message	<p>Having reviewed the employee feedback “Engineering” and “Projects” have had positive feedback. Marketing has unfortunately received a high number of negative feedback so they should consult with Engineering and Projects to see how they can improve their own Subscription.</p> <p>Lucy Lead publisher</p>



Day 8

IT Subscription

Title	IT Subscription - Message 1
Body of message	<p>The monthly IT Poll provided the following stats.</p> <p>Net Score (based on positive feedback) = 34% (Total Number of employees divided by employees providing positive feedback)</p> <p>Total number of Employees - 1500 Employees provided feedback - 1400 Employees providing positive feedback - 480 Employees providing negative feedback - 356 Employees providing neutral feedback - 564</p> <p><i>Eric Smug</i> IT Lead</p>

Title	IT Subscription - Message 2
Body of message	<p>The next ERP upgrade is scheduled for the Saturday, August 12th, 9.00pm until 6.00pm (next day).</p> <p>Please contact my support team if this creates any business problems.</p> <p><i>Eric Smug</i> IT Lead</p>



Engineering Subscription

Title	Engineering Subscription - Message 1
Body of message	<p>Further to Jonathan Taylor's message regarding the Boeing and Lockheed visit to the site, I would like to share their comments regarding specifically Engineering.</p> <p>They thought our Engineering capability was outstanding and one of the best they had ever seen in the aerospace industry. I am sure we will win many orders based on this assessment, so it clearly demonstrates we were right to focus engineering on improving our communications and teamwork.</p> <p>Remember, these two customers visited us separately and still made the same observations.</p> <p>I could not be prouder of all your work and support.</p> <p>Thanks again,</p> <p>Bill Smith Endicott Engineering Director</p>

Title	Engineering Subscription - Message 2
Body of message	<p>An issue has occurred on Program ABC we are sharing this across Engineering to see if anyone can recall seeing this issue before and how it was resolved.</p> <p>Please contact Adam Perkins (Program ABC Engineering Manager) for more clarification or if you believe you can help.</p> <p>Harry Jenkins Engineering Business Improvement</p>



Site Communications Subscription

Title	Site Communications Subscription - Message 1
Body of message	<p>BAE Systems Inc is committed to working ethically. To ensure all employees understand this objective, a 1 hour training course has been designed.</p> <p>You are required to complete the 'work ethically' online training that is available using the link below.</p> <p>This must be completed by all employees by the end of July.</p> <p>www.WorkEthicallyTraining.com</p> <p>Lucy Communication Manager</p>



Marketing Subscription

Title	Marketing Subscription - Message 1
Body of message	The phase 1a for DEST has just been approved Ted

Title	Marketing Subscription - Message 2
Body of message	Sorry, anoter error Ted



Project X Subscription

Title	Project X Subscription - Message 1
Body of message	<p>Held the opportunities meeting today and Hew Sands has made an excellent alternative solution to one of recent upgrades that can reduce our deficit by \$250k.</p> <p>Other suggestions can provide a further \$80k saving so if we can achieve this, we will have overturned our loss.</p> <p>Excellent work, we now need to focus and deliver.</p> <p><i>Elaine Gardner</i> Project X Manager</p>

Title	Project X Subscription - Message 2
Body of message	<p>Hi,</p> <p>System Testing completed as of today.</p> <p>Another great achievement.</p> <p>Well Done to everyone in the team.</p> <p><i>Elaine Gardner</i> Project X Manager</p>

Title	Project X Subscription - Message 3
Body of message	<p>Hi,</p> <p>Our next key focus must now be preparing for the Qualification Testing scheduled for the September 18th.</p> <p>Details plans to be issued tomorrow to all the team.</p> <p><i>Elaine Gardner</i> Project X Manager</p>



Publisher Subscription

Title	Publisher Subscription - Message 1
Body of message	<p>Note - people are now unsubscribing to the Marketing Subscription.</p> <p>Held a review with Marketing and they have asked for additional help as they have no resources to support the <i>empulse</i> communications requirement.</p> <p>A meeting with the site <i>empulse</i> sponsor is to be held next week to address this issue.</p> <p>Lucy Lead publisher</p>



Day 9

IT Subscription

Title	IT Subscription - Message 1
Body of message	<p>A new IT reporting service is now available to all employees. It is based on business intelligence and combines data from all the corporate applications (PDM, ERP, Projects, MES).</p> <p>It is an excellent IT capability, easy to use and provides powerful reporting features.</p> <p>Johnny Miles IT Reporting PM</p>

Title	IT Subscription - Message 2
Body of message	<p>2nd Weekly Update</p> <ol style="list-style-type: none">1) The <i>empulse</i> real-time User IT feedback provided us with an unknown IT performance issue isolated to Building 14. This was related to a network device, only used by people in this location. The network device has been replaced and the issue has now been resolved.2) We have deployed the IT Buddy scheme and the new reporting capability. Need to stay focused on these improvements. <p>Eric Smug IT Lead</p>



Engineering Subscription

Title	Engineering Subscription - Message 1
Body of message	<p>Having reviewed the Software Processes the key change that other engineering departments should adopt as a priority is identifying their internal customer(s) and delivering/communicating with them as though they were our external customer.</p> <p>This will provide a clarity of focus and priority and streamline our business processes. I will be arranging a visit to all engineering areas to discuss further.</p> <p><i>Harry Jenkins</i> Engineering Business Improvement</p>

Title	Engineering Subscription - Message 2
Body of message	<p>I would like to thank Harry Jenkins for his quick assessment and proposal to promote the internal customer.</p> <p>This has my full support.</p> <p><i>Bill Smith</i> Endicott Engineering Director</p>



Site Communications Subscription

Title	Site Communications Subscription - Message 1
Body of message	<p>Just for information.</p> <p>I have just attended Binghamton University to speak about our Business and what opportunities we offer. We sometimes forget what exciting work we do, and I was so pleased to see the enthusiasm in many of the students. They were very interested in how we use IT in the workplace. These people are our future, and we need to create the environment that interests them.</p> <p>I told them about <i>empulse</i> and that the workforce are empowered. They liked that.</p> <p><i>Tina Giles</i> HR Director</p>

Title	Site Communications Subscription - Message 2
Body of message	<p>Just for information.</p> <p>Jonathan Taylor, Bill Smith and Tina Giles will be off-site, away on business for the next week. They are only available for urgent issues.</p> <p>Communication Team</p>



Project X Subscription

Title	Project X Subscription - Message 1
Body of message	<p>Please attend a production handover meeting in the Project Office on the August 8th. I have identified several new issues that we need to discuss and agree on a course of action.</p> <p><i>Kelvin Downs</i> Project X Production interface Lead</p>

Title	Project X Subscription - Message 2
Body of message	<p>Zeo Int have just informed us that they will be 2 weeks late in delivering the Gyro.</p> <p>Although this does not impact our initial Qualification Test, it will impact the full customer sign-off. Kevin and I will be going to Zeo Int tomorrow to discuss.</p> <p>Will keep you up to date.</p> <p><i>Elaine Gardner</i> Project X Manager</p>



Publisher Subscription

Title	Publisher Subscription - Message 1
Body of message	<p>We conducted a meeting with the Communication Sponsor (Bill Smith) to review the Marketing Communication issue, and Bill has identified an individual who can support Marketing. He has stressed that this role does not require much time but does require a consistent focus.</p> <p>We need to re-launch the marketing subscription but only when this new resource is available.</p> <p><i>Lucy</i> Lead Publisher</p>



Day 10

IT Subscription

Title	IT Subscription - Message 1
Body of message	<p>Just for information.</p> <p>Pleased to report we have received a high number of favorable responses on our <i>empulse</i> real time feedback poll regarding the new reporting capability.</p> <p><i>Fred</i> Business Intelligence Support</p>

Title	IT Subscription - Message 2
Body of message	<p>Just for information.</p> <p>We are aware that several people do not know that all of the Corporate Applications such as PLM and ERP can be launched using the <i>empulse</i> widget.</p> <p><i>empulse</i> Support</p>



Engineering Subscription

Title	Engineering Subscription - Message 1
Body of message	<p>I would like to thank the UTPO team for their excellent work in addressing this RED program. It has taken over a year and we have kept the customer informed and relatively happy. Sometimes, we get it wrong but then you have to dig deep and make the best of it and learn. The UTPO team have done just that.</p> <p>Bill Smith Endicott Engineering Director</p>

Title	Engineering Subscription - Message 2
Body of message	<p>18 young people have this week joined the Engineering Team, and they are currently attending the orientation meeting. I have just met them, and they looked equally terrified and excited.</p> <p>Please welcome them into your teams and ensure they are provided the right support.</p> <p>Bill Smith Endicott Engineering Director</p>



Site Communications Subscription

Title	Site Communications Subscription - Message 1
Body of message	<p>Please see the company intranet for the latest update from our Group Director - Jonathan Swift who talks about an exciting new development for our business.</p> <p>www.intranet.com</p> <p><i>Communication Team</i></p>



Project X Subscription

Title	Project X Subscription - Message 1
Body of message	<p>Hazel Phillips leaves our project today and is going on maternity leave.</p> <p>We wish her the very best and look forward to seeing her return in 6 months.</p> <p><i>Elaine Gardner</i> Project X Manager</p>

Title	Project X Subscription - Message 2
Body of message	<p>After attending the Zeo Int site we have now agreed on a modification that can reduce the delay to 2 weeks. Still not ideal but we can make this work for us.</p> <p>Have a good weekend and I'll see you all next week.</p> <p><i>Elaine Gardner</i> Project X Manager</p>



Publisher Subscription

Title	Publisher Subscription - Message 1
Body of message	<p>We are receiving good feedback on all subscriptions.</p> <p>Please continue this good work. It is making a difference.</p> <p><i>Lucy</i> Lead Publisher</p>