

MISSION:

IMPOSSIBLE



Mission:

*Grow value through
increased quality
and expanded
services.*

Overview

- current state
 - state of contentment
 - economic challenges (firm, Global IT, GCS...)
- our response
 - position ourselves to survive and thrive
 - become irreplaceable service provider
 - integrate our services into GAD's business
 - strengthen reputation for expertise and quality
 - develop reputation for innovation and ingenuity

“Why fix what ain’t broke?”

- “If we are successful (and we are), why change?”
 - complacency breeds misperceptions
 - lack of value, drive, innovation, interest
- position us, GAD, GAD’s customers, and the firm to survive and thrive in competitive market
 - innovation, ingenuity, and quality breed growth
- identify value add opportunities
 - through comms practices, processes, and tools

How we provide value today

VALUE

QUALITY

Accurate

Mechanically
Correct

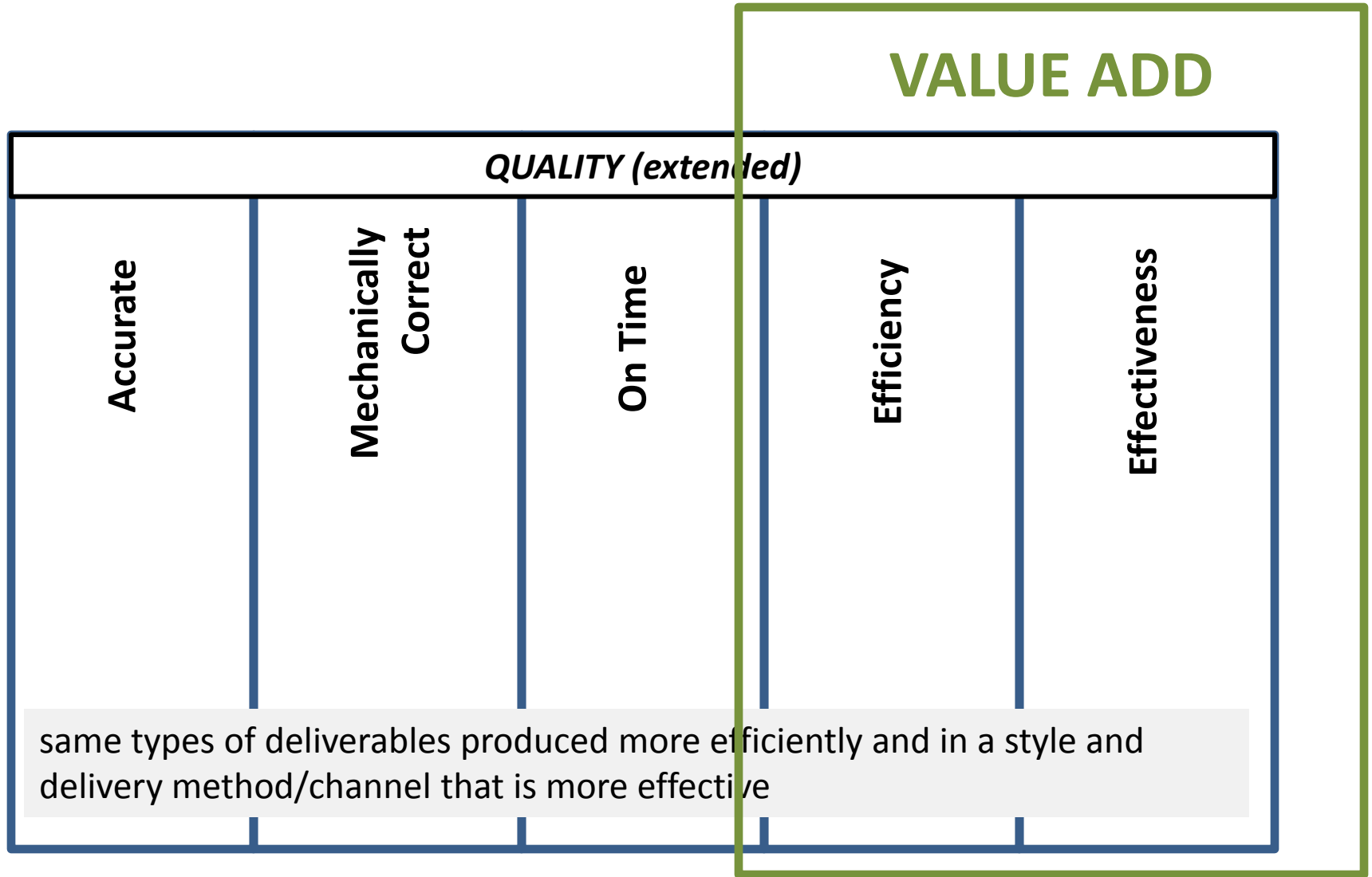
On Time

project documentation: requirements, SRS, Scope...

end user documentation: user guides, online help

developer documentation: system diagrams, system specs...

Where we can increase/add value





Increased efficiency

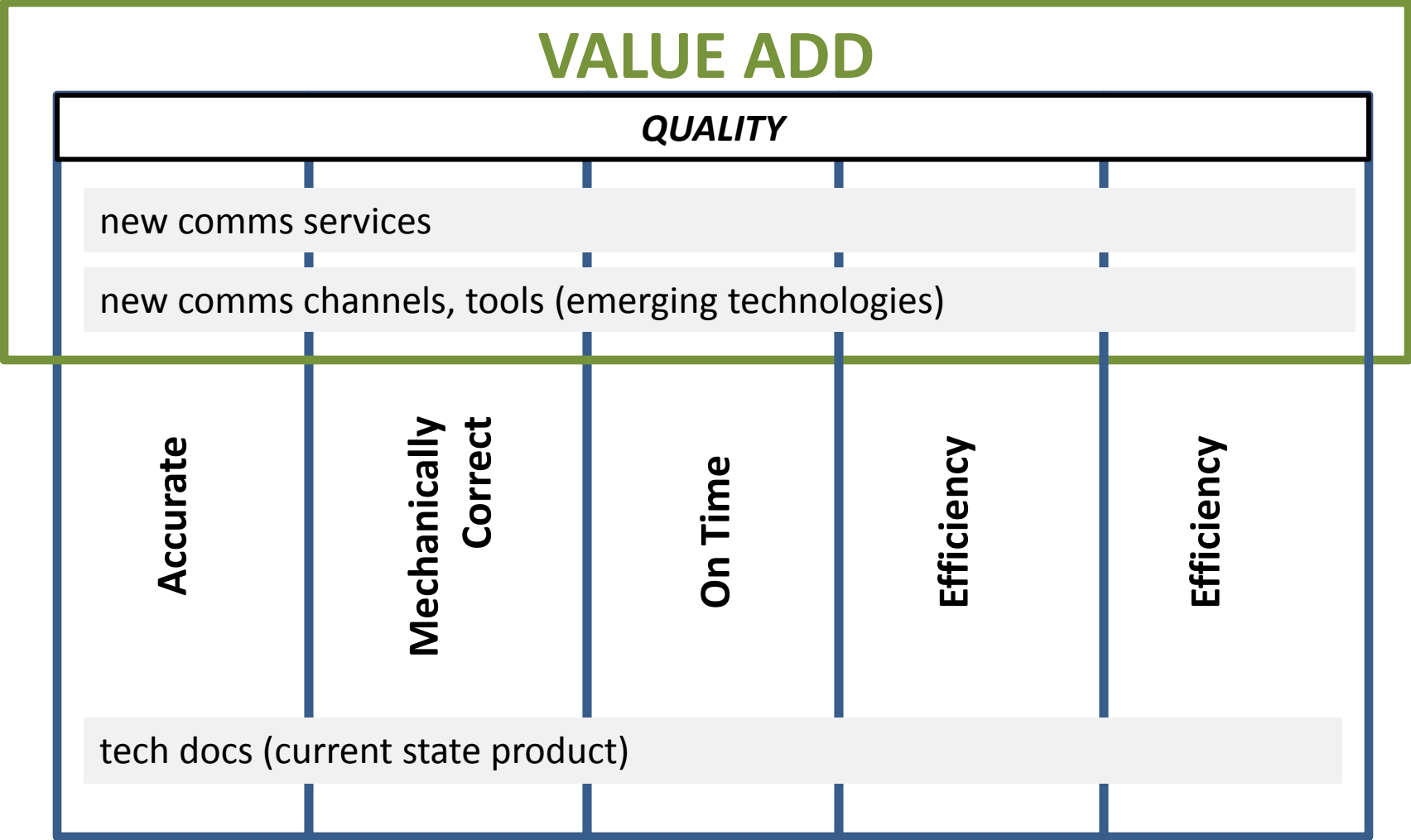
- What do we mean by “efficiency” in tech docs?
 - tech docs are the product
 - efficiency applies to the process to create the product
 - reduce effort = produce more
 - reduce duration = collapse project task schedules
- How do we increase efficiency?
 - comms specialists participate in meetings
 - Intranet discussion forums for reviews/revisions
 - modified templates - sections completed by info provider (e.g., architect, developer, PM...)



Increased effectiveness

- What do we mean by “effectiveness” of tech docs?
 - tech docs NOT the product – content is the product
 - envision content as inputs to other processes and people
 - match content style, delivery channel, to consumer
 - create documents that are easier to leverage
 - create documents that are easier to search
- How do we increase effectiveness?
 - change the layout/templates
 - break large documents into components
 - convert to electronic content providing printable pdf version on the fly (real-time)

Where we can add value





New communications services

- What are “new comms services”?
 - comms to support business processes
 - redesign content
 - redesign creation processes
 - create new communications
- How do we create new services?
 - guide GAD to identify obsolete comms
 - identify & qualify opportunities
 - collaboratively design and deploy a solution



New communications channels

- What do we mean by “new comms channels”?
 - hard copy converts to online content
 - static electronic content converts to hyper content
 - emerging technologies: social media, BlackBerry
- How do we implement new comms channels?:
 - identify technologies we could be leveraging
 - match technologies to needs
 - qualify by evaluating cost : benefit
 - design and deploy solution
 - collaborate with GAD at all stages



How are we going to do all this?

- define our team identity
 - self-image, vision, mission
- articulate in mission statement
- develop framework to implement
- leverage current state
 - your customer relationships
 - your knowledge of opportunities
 - your expertise with communications tools



Who benefits?

YOU benefit!

- customer is collaborative partner with shared mission with shared values
- new skills = career opportunities
 - new IT technologies
 - new comms technologies
 - new comms techniques
- diverse types of work (beyond technical guides)
- immediate opportunity to improve annual rating
- opportunity to test, practice, and exhibit leadership skills and become promotable



More about you

- What is expected of you?
 - active session participation
 - complete individual assignments
 - complete team assignments
 - contribute to online discussions
 - commitment to the program success
 - contribution is commensurate with benefits



Who else benefits?

- **your customers**
 - GAD is a collaborative partner
- **your teammates**
 - teammates as collaborative partners
- **your management team**
 - GAD management, GCS management, Global IT leadership
- **your peers**
 - upon initial program iteration (mid-July 2010) expand program out to other GCS groups



Questions? Concerns?





What is a Mission Statement?

“Every organization has a mission, a purpose, a reason for being. Often the mission is why the organization was first created – to meet a need identified years ago.”

<http://www.tgci.com/magazine/How%20to%20Write%20a%20Mission%20Statement.pdf>



What is a Mission Statement?

The mission statement should be a **clear** and **succinct** representation of the enterprise's **purpose for existence**. It should incorporate **socially meaningful** and **measurable criteria** addressing concepts such as the moral/ethical position of the enterprise, public **image**, the **target market**, **products/services**, the geographic domain and expectations of growth and profitability.

-- BusinessPlans.org



“A clear mission statement can build unity, purpose, commitment, and clarity of vision—all of which are vital to your team’s success.”



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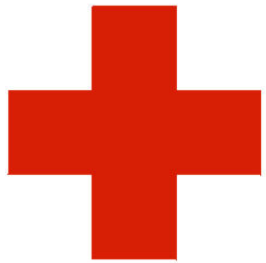
Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.



The Giants believe that the youth of today represent our community's future. The Giants Foundation was created to act as a network for financial and social support for disadvantaged youth and their families throughout the greater metropolitan area. All grant recipients must be 501 (c) 3 charitable organizations involved in areas such as education, health, youth-related services or civic affairs. The Giants Foundation was founded by the New York Giants Football Club.



The Mission of the New York City Police Department is to enhance the quality of life in our City by working in partnership with the community and in accordance with constitutional rights to enforce the laws, preserve the peace, reduce fear, and provide for a safe environment.



American Red Cross

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies.



What is a mission statement?

- founded on our values
 - self-image
 - vision for how others see us
 - guiding principles
- match the value to the role:
 1. U.S. Supreme Court judge
 2. former smoker
 3. Coke-a-Cola Corp.
 - a. brand loyalty
 - b. tenets of US Constitution
 - c. health

Our Mission Statement

Our communications expertise facilitates the transfer of needs, expectations, solutions, and information between Global IT staff and the practice areas through innovation and ingenuity. Our services drive successful implementation of technology solutions throughout [the firm] and increase [our firm's] competitive advantage.



Innovator's Cookbook

“Innovate”

Verb

to introduce something new; make changes in anything established

-- *Dictionary.com*



Innovator's Cookbook

“Ingenuity”

Noun

skill or cleverness in planning or inventing

-- *Dictionary.com*



Innovator's Cookbook

“Cookbook”

Noun

a book containing recipes and instructions [...]

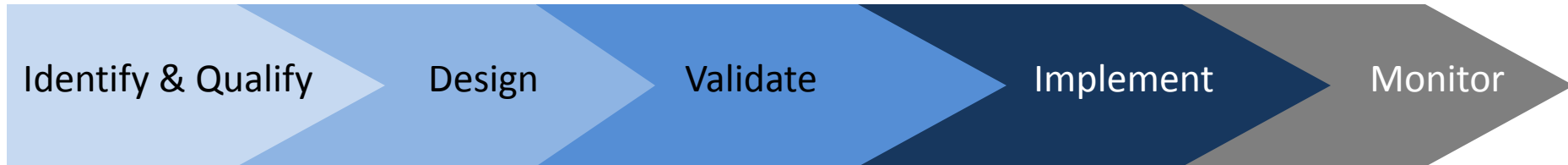
-- *Dictionary.com*

Innovator's Cookbook

A set of instructions and guidelines for identifying, qualifying, and addressing opportunities for GCS to improve GAD's internal and external communications .



Innovator's Cookbook

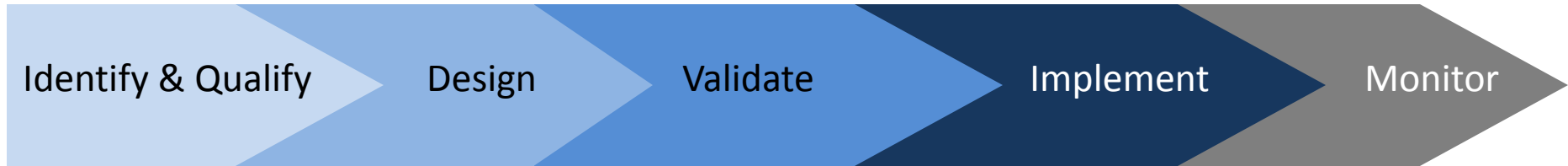


generic process applicable to:

- increasing efficiency and effectiveness
- creating new comms services
- leveraging emerging technologies
- being duplicated easily



Innovator's Cookbook



four teams

1. Identify & Qualify
2. Design
3. Validate
4. Implement

goal for each team

develop steps, deliverables, inputs, roles

Citations

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