Digitising The Network: Communications

Presentation by **Carol Vecchione**
August 2019

Overview

Every action we take is driven by what our clients say they want: more quality and value delivered faster and at a lower cost. They also want a different experience, a digital experience.

With our strategy, called Digitising the Network (DTN), launched on July 1, 2019, we're responding globally. The strategy is centered around three important elements: Learn. Work. Share.

Consistent communications is one key to the strategy's success. First, our DTN leaders will share a simple and consistent vision and way forward. Then, we'll provide guidance and materials to member firms, starting with the "why."

This plan details tactics we'll use through Q1 to raise awareness about DTN and begin to drive adoption in member firms.

PwC

Digitising the Network
Key Messages

Key message #1: Our strategy has three important elements: **Learn. Work Share.** Learning -- sometimes called digital upskilling -- includes elements you may have already heard about like Digital Academies, Quests and Digital Accelerators.

Key message #2:
We've created an online community called Digital Lab where our people can work and share, contributing innovations they've created like automations and visualizations and share them with their colleagues.

Key message #3:
More on working and sharing… we want to be known as a firm that's world-class at putting data to work for the benefit of both our clients and the firm. Workbench is a world-class data platform that makes it faster and easier for us to harness the power of data.

DTN Communications Approach

Highlights

Current
- Launch two-pronged communications strategy, equipping leaders to tell the "big picture" story and territories to drive awareness
- Share FAQs, talking points
- Design central content microsite for territories
- Create visual identity and brand guidance
- Enable best practices or territory rollouts
- Develop framework for workstream playbooks

Ahead
- Engage with change leaders to drive adoption
- Embed question on digitisation adoption in GPS

Leaders begin to tell our story, using consistent "big picture" messaging

Measure success and adjust tactics as needed

Raise awareness about capabilities generated by Learn. Work. Share.

Provide guidance for consistency and sustainable change

Communications Roles and Responsibilities

Strategic

- Draft, develop and socialize DTN communications plan

- Ensure messaging alignment & consistency with Global Hubs

- Provide updates to EOB & other stakeholders

- Consult/collaborate with peer workstreams (HC, Digital Lab etc.)

Strategic

- Liase with PR/marketing on DTN commercial view

- Work with PMO to determine appropriate staffing/resources for future communications needs

- Build relationships with DTN Hub leaders

- Build relationships with communications contacts in territories as available

Operational

- Create deliverables for DTN leaders and sample communications for territories

- Develop and update content microsite (as capacity allows) and publish monthly territory newsletter/alert

- Track and report on communications metrics where available

- Work with change managers/territory leads to embed strategic messaging into BAU deliverables and global projects with a large footprint

Strategic

- Manage workstream budget

- Manage workstream risks and issues

- Receive and manage questions from the network about communications

Q1 Communications Tactics

DTN Communications Tactics

Deliverable	Description	Owner	Audience	Status	Timing
Q1 (July/August/Sept)					
Leader "big picture" presentation	DTN story beginning with "why" -- for DTN leaders, CDOs, TSPs	Carol Vecchione Jamie Alu	All partners and staff	In review Big Picture Strategy	August 6
DTN communications plan	Strategy and tactics through Q1	Carol Vecchione	EOB	In review	August 6
Talking points	Leaders tell DTN story (without visuals) beginning with "why"	Carol Vecchione Jamie Alu	All partners and staff	In review Comms Talking Points	August 6
FAQs for leaders	FAQs for use by for DTN leaders, CDOs, TSPs	Carol Vecchione Jamie Alu Emma Hunwick	All partners and staff	In progress	August 12
Strategy name list	Choice of strategy names for territories approved by OGC and Global Brand	Jana Zednickova Carol Vecchione	Territories	In progress	August 12

Shaded row = DTN leader messaging

DTN Communications Tactics

Deliverable	Description	Owner	Audience	Status	Timing
Q1 (July/August/Sept)					
Working w/Creative on DL logos, etc.	Collaborate w/the firm's creative team to develop visual imagery	Carol Vecchione Steve	All partners and staff	In progress	Through Q1
Develop resource microsite	Google site for territory communications and other deliverables	Emma Hunwick Carol Vecchione Other Jamie	Territories	In progress	Consultation begins August 2
Work with Hub leaders	Consult on territory deliverables	Carol Vecchione	Territories	In progress	August 6
Work with functional DTN Leaders (HC etc.)	Consult on deliverables	Carol Vecchione	Territories	In progress	August/Sept.
Launch resource microsite	Google site for territory communications and other deliverables	Emma Hunwick Carol Vecchione	Territories	In progress	Sept. 3

Shaded row = DTN leader messaging

DTN Communications Tactics

Deliverable	Description	Owner	Audience	Status	Timing
Q1 (July/August/Sept)					
Territory newsletter	Monthly alert to territories about new content on Google/microsite	Carol Vecchione	Territory DTN lead	Planned	Mid to late Sept.
Develop "tip" sheet for territory rollouts	Best practices from rollouts around the world; for content microsite	Emma Hunwick Carol Vecchione	Territories	Planned	Late Sept.
Consult with global/local change managers	Determine how communications with fit into change mgmt. plan	Carol Vecchione ?	Various	Planned	Mid to late Sept.
Video/DTN journey	Making the journey easier to understand	Carol Vecchione	Territories	Planned	Late Sept./early Oct.

Shaded row = DTN leader messaging

Thank you

pwc.com