

## Communication Plan: New OJT Launch for Technicians

Project Overview	The Technical, Training & Innovation (TTI) team is introducing standardized On-the-Job Training (OJT) for Certified Field Trainers (CFTs) to support consistent training and service delivery across the organization.				
	Communication Type	Audience	Channel(s)	Key Message	Live Date
Phase 1	<b>Leadership Socialization</b>	- ELT - Brand Presidents - Division Presidents - Asst. Division Presidents - Region Managers - Sr. Region Managers - Asst. Region Managers - Comm Region Managers	- Phone Calls - Face-to-face meetings - Division-specific emails	Discuss the upcoming standardized OJT for CFTs.  Provide early visibility into: <ul style="list-style-type: none"> <li>• The initiative</li> <li>• Purpose/Outcome</li> <li>• Frontline impact</li> <li>• Timeline</li> </ul>	Ongoing
	<b>Drop-in Session: TTI Introduction (Zoom Webinar)</b>	All Rollins (RSC and Brands)	- Email - Internal Newsletter	Introduce the greater TTI team and talk about upcoming initiatives.  Agenda: <ul style="list-style-type: none"> <li>• Walk-through Greater TTI name change and team (show org chart)</li> <li>• Discuss mission/vision as it relates to frontline support</li> <li>• Upcoming initiatives, important updates, etc.</li> </ul>	Mid-April
	<b>OJT Preview (Teaser)</b>	All Teammates	- Internal Newsletter  (Note: Mondays for publishing)	Tease upcoming OJT program.  Messaging: “You asked, and we answered. Stay tuned for an upcoming On-the-Job	Early May

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Phase 2				Training program designed to support Certified Field Trainers and strengthen field training across [redacted brand].”	
	<b>Official Launch: Leadership Cascade</b>	- ELT - Region Managers and Above	Email	Provide Leaders with details on the new OJT Launch and outline expectations for support of the rollout across teams.  Messaging: OJT going live Monday, June 1.	Mon., May 25 11 a.m.
	<b>Official Launch: Branch Manager Cascade</b>	- Branch Managers and Above	Email	Provide Branch Managers with details on the new OJT and their role: <ul style="list-style-type: none"> <li>• Expectations for implementation</li> <li>• Managers Toolkit</li> <li>• Resource Page</li> </ul> Messaging: OJT going live Monday, June 1.	Wed., May 27 8 a.m.
	<b>Official Launch: CFT Cascade</b>	- CFTs and Above	- Email - Internal Newsletter:	Announce OJT program: <ul style="list-style-type: none"> <li>• Purpose</li> <li>• Expectations/Requirements</li> <li>• Timeline</li> </ul> Messaging: OJT is live!	Mon., June 1 9 a.m.

Phase 3	<b>Drop-in Session: OJT Walk-through</b>  (Zoom Webinar)	CFTs and Above	- Email - Newsletters: <ul style="list-style-type: none"> <li>• Orkin Prose</li> <li>• Hello, Rollins</li> </ul>	Live walk-through of OJT program and Q&A.  Agenda: <ul style="list-style-type: none"> <li>• Live walk-through</li> <li>• Testimonial</li> <li>• Q&amp;A</li> </ul>	July
	<b>OJT Feedback Survey</b>	CFTs and Above	- Email - Newsletters: <ul style="list-style-type: none"> <li>• Orkin Prose</li> <li>• Hello, Rollins</li> </ul>	Administer feedback survey to field teammates.	Q4

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### Internal Deliverables Tracker

Communication Type	Deliverables	Task Owner(s)	Due Date
Leadership Socialization	Team talking points	TTI - Jennifer - Ben	Ongoing
Drop-in Session Scheduling	Schedule with Learning Center	Comms - Jessica	
Drop-in Session: TTI Intro	- Slide deck content - Q&A	TTI - Jennifer - Shannon - Ben - Brittany Comms (Edit) - Jessica	Early April
OJT Preview	- Teaser copy for newsletters - Rollout timeline	Comms - Jessica TTI (to confirm) - Jennifer	Mid-April
OJT Guidelines	-Training guidelines -UKG setup	TTI - Jennifer - Shannon - Ben	Late April
Launch Announcement (Leadership)	Email Copy	Comms - Jessica	May 4
Manager Toolkit	- Leader talking points - Q&A - Resource/Contact page	Comms - Jessica	May 15
Launch Announcement (BMs and CFTs)	Email Copy	Comms - Jessica	May 18
Drop-in Session Scheduling	Schedule with Learning Center	Comms - Jessica	Early April
Drop-in Session: OJT	- Slide deck - Testimonial - Q&A	TTI & Comms - Jennifer/Jessica	June 2; June 9
OJT Feedback Survey	- Survey questions	TTI & Comms - Jennifer/Jessica - Lia/Tresia	Early Oct. (6-month mark) *Will have focus groups to solicit feedback prior to full survey

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