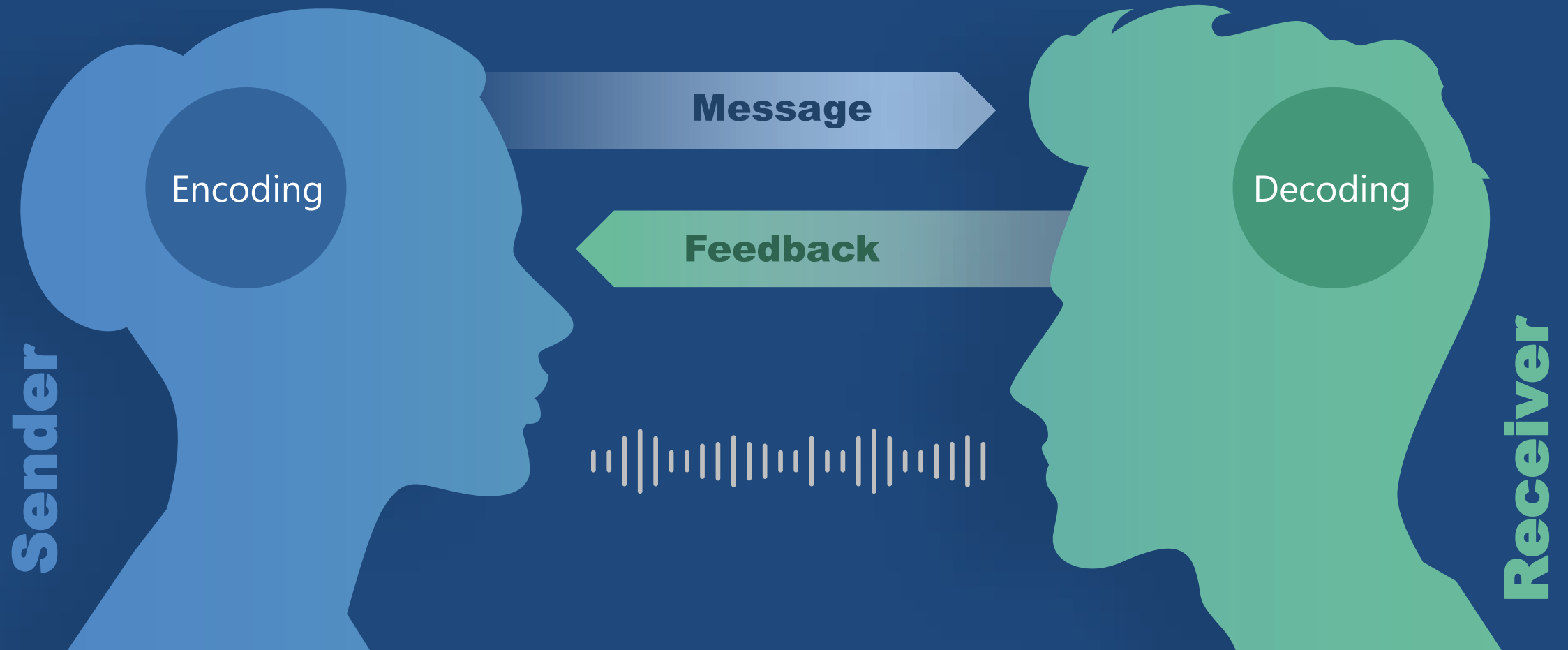


2023 ESS Communications Plan





Enterprise & AOR Messaging



Leader Messaging & Tools

AOR-focused communication packets with broader Enterprise- and ATSV-focused messaging for leaders.



Engagement & Recognition

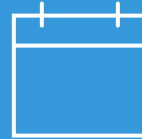


Current Method vs. New Approach

Recognizing birthdays, anniversaries, significant accomplishments, and collaboration



Learning & Development



Provide Opportunities

Identify skill gaps, align strategy across teams and encourage individual career growth.



Work Balance & Self-Care



Promote Real-World Empathy

Work/Life balance, mental and emotional health, leader admissions and FUN content.



Diversity



Focus on Promotion of One Allstate

Inclusive principles, geographically-specific communications and collaborative accountability.



Enterprise and AOR Messaging

ATSV Communications Team will be providing Directs with Key Messages and Comms Materials.

- ATSV Talking Points
- Leadership Tips
- Goals Updates
- Knowing Our Communities
- Meme of the Month

Library Content:

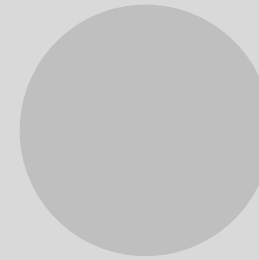
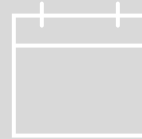
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Engagement & Recognition



Learning & Development



Work Balance & Self-Care



Diversity





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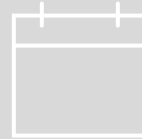
Engagement & Recognition

How do we refine the way we engage with our teams, communicate our wins and recognize our peers?

- Town Meetings
- More Roger
- PPS Website
- Yammer Feed
- Birthday Announcements
- Anniversary Announcements
- Offsite Meetings
- Spotlight Shout-Outs
- AOR Update Articles



Learning & Development



Work Balance & Self-Care



Diversity





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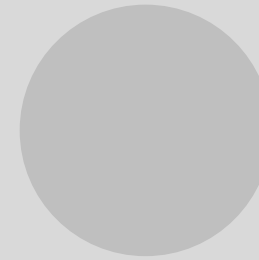
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Learning & Development

How do we encourage our people to increase their enterprise knowledge and further their own careers?

- ATSV L&D Communications
- ATSV Learning Goals
- ESS Learning Days
- AOR Get to Know You
- Job Posting Awareness
- ESS TED Talks
- Post-Meeting Debriefs
- Presentation Training



Work Balance & Self-Care



Diversity





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Work Balance & Self-Care

How do we help our team members find balance in their professional and personal lives?

- PTO reminders
- Mental health messaging
- ESS Culture Team events
- Employee polls/surveys
- Healthy life team events
- Mental Health days
- Director Team Feedback options



Diversity





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Diversity

How do we ensure that our comms are not only clear, but provide meaning and value to everyone?

- ANI-specific comms
- ASPL-specific comms
- Promote global holidays
- Employee Resource Groups
- Quarterly Perspective Focus
- IDE Education Spotlights

January 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02 Jan. Birthdays & Anniversaries	03 WELLNESS - Welcome Back Message	04 ESS MGMT Review	05	06 Jan. – Feb. Library New Tools	07
08	09 Recognition - ESS Power Player of Month	10	11 Roger's Staff Meeting	12	13	14
15	16 Online Article – Law & Reg	17 MLK Day	18	19	20	21
22		24 Extended Leader Meeting	25 Roger's Staff Meeting	26 ASPL Republic Day	27	28
29	30 Team Poll – Starting the Year Right	31	01	02	03	04

KEY

ROGER EMAIL MESSAGE

ESS ALLCONNECT POST

EXEC COMMUNICATOR EMAIL

YAMMER BLAST

LIBRARY – NEW TOOLS

ZOOM MEETING

ONSITE

February 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31 Feb. Birthdays & Anniversaries	01 ESS MGMT Review	02 Q1 Allstate Earnings Call	03 Diversity - Black History Month Message	04
05	06 Recognition - ESS Power Player of Month	07	08 Roger's Staff Meeting	09	10	11
12	13 Online Article – Voice Engineering	14	15 ATSV Leader Call	16 ATSV Town Meeting	17	18
19	20	21 Extended Leader Meeting	22 Roger's Staff Meeting	23	24 Online Article – Udemy Biz Learning	25
26	27 Team Poll – Creating Work Relationships	28	01	02	03	04

KEY

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March 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28 Mar. Birthdays & Anniversaries	01 ESS MGMT Review	02	03 Mar. – Apr. Library New Tools	04
05	06 Recognition - ESS Power Player of Month	07	08 Roger's Staff Meeting	09	10 Diversity – Women's History Month	11
12	13 Online Article – SAP Delivery	14	15 APSL ONLY – Holi Message	16 ESS Q1 Town Meeting	17 ANI/ANA – St. Pat's Message	18
19	20	21 Extended Leader Meeting	22 Roger's Staff Meeting	23 Allstate Connections with Tom Wilson	24	25
26	27 Team Member Poll – Battling Uncertainty	28	29	30	31 Q1 Onsite Meeting	01

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We need your buy in

