

## **ASCEND Insights Executive Script**

**(Beth, Kevin or David – seated at a desk in front of an ASCEND background)**

Hello everyone, and welcome to the inaugural edition of ASCEND Insights. I'm [Executive's Name], and I'm excited to connect with you today.

As many of you are aware, our ASCEND team is hard at work on finishing the build of our future customer information system - Customer to Meter – which is set to go live in Q3 2026.

As we approach the completion of the build and focus heavily on testing and training that's taking place over the next few months, communication is going to be more important than ever. That's why I'm so excited that ASCEND Insights will give us another avenue to share important information with you and your teams.

ASCEND Insights is designed specifically for you – our Business Stakeholder Group members, Change Network, and key partners. This monthly newsletter will provide valuable insights into the latest happenings across the program, highlight the dedicated individuals driving our success, and share important updates and changes that will impact our operations.

We believe that keeping you informed is crucial for our collective success, and this newsletter will serve as a platform for communication and collaboration.

I encourage you to engage with ASCEND Insights each month. Share it with your teams, discuss the content, and let's foster a culture of collaboration. Your insights and feedback are vital to us, so please don't hesitate to submit questions or content ideas through the ASCEND feedback form. This is your opportunity to shape the information we provide, ensuring it aligns with what's most important to you.

Additionally, if you know of individuals in the business who are making a positive impact on the ground, we want to hear about them! Highlighting these contributions is essential to recognizing the hard work that goes into our success.

As always, I thank each one of you for your commitment to this initiative and for being an integral part of our journey. Together, let's make ASCEND Insights a valuable resource for all of us. I look forward to your engagement and contributions. Enjoy our first edition, and let's ascend together!

Talking Points for ASCEND Insights Launch

## 1. Introduction

- Welcome everyone to the first edition of ASCEND Insights.
- Mention your excitement to connect with everyone.

## 2. Project Update

- Highlight the ongoing development of the Customer to Meter system.
- Emphasize the go-live date in Q3 2026 and the importance of the upcoming testing and training phase.

## 3. Importance of Communication

- Stress the critical role of communication as the project progresses.
- Introduce ASCEND Insights as a new channel for sharing important updates.

## 4. Target Audience

- Identify the audience: Business Stakeholder Group, Change Network, and key partners.
- Acknowledge their importance to the project and initiative.

## 5. Content Overview

- Describe the newsletter's purpose: providing valuable insights into the latest happenings across the program, highlight the dedicated individuals driving our success, and share important updates and changes that will impact our operations.
- Emphasize that keeping everyone informed is crucial for collective success.

## 6. Encouragement for Engagement

- Urge the audience to engage with ASCEND Insights each month.
- Encourage sharing the newsletter with their teams and discussing its content.

## 7. Feedback and Contributions

- Highlight the importance of receiving feedback and insights from the audience.
- Encourage submissions through the ASCEND feedback form, emphasizing that it's a chance to shape content.

## 8. Recognition of Contributors

- Call for nominations of individuals making a positive impact within the business.
- Stress the importance of recognizing hard work and contributions.

## 9. Closing Remarks

- Thank the audience for their commitment to the initiative.

- Express hope for collaboration and engagement with ASCEND Insights.
- Encourage everyone to enjoy the first edition and to work together towards success.