

**Building Cultural
Alignment through
Internal
Communications &
Branding**

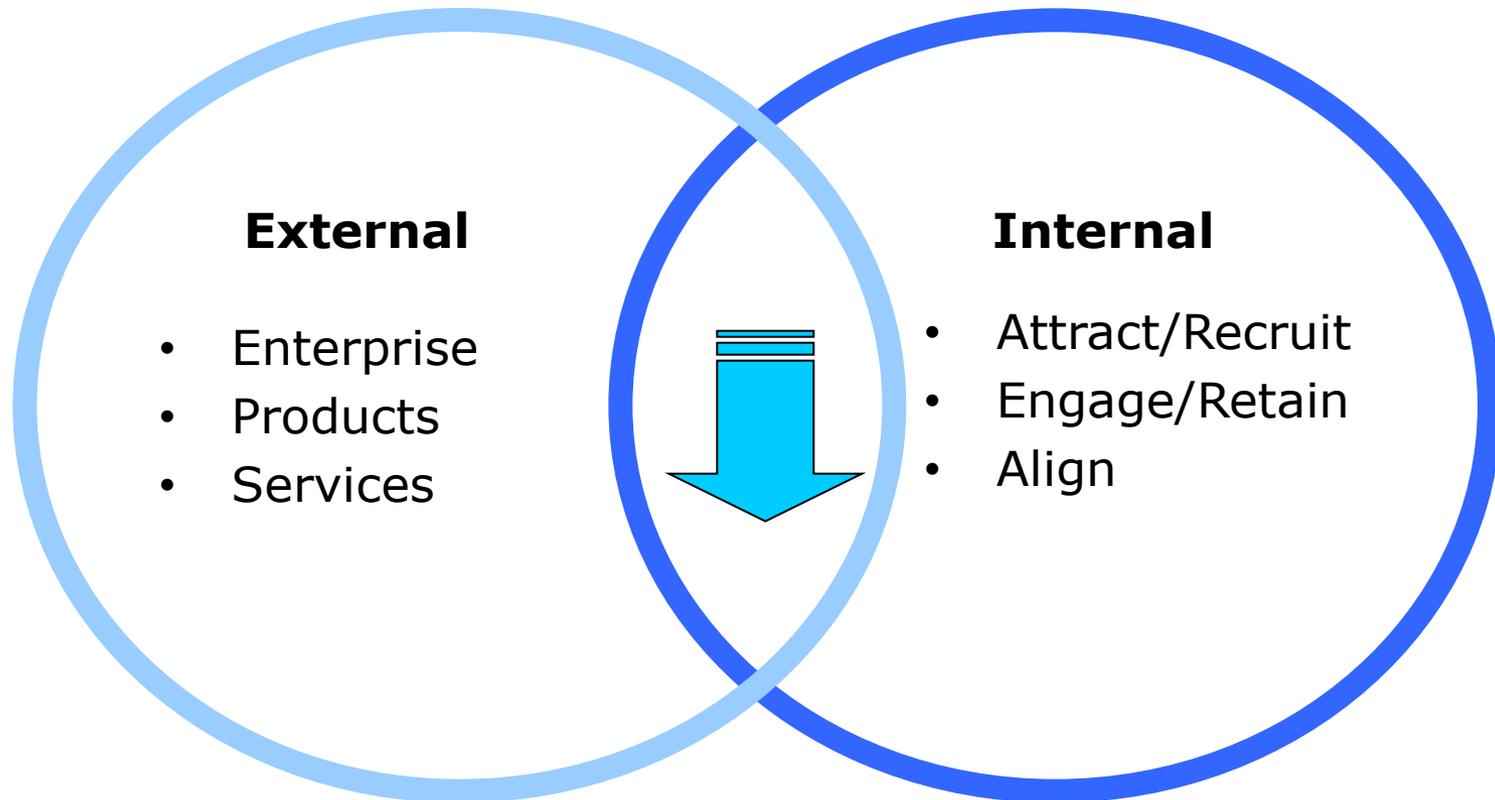
February 17, 2015



See Clearly™

The Relevance of Your Brand

*Brands Live in the Minds of Customers and Employees.
The Brand is reborn in every task, interaction and transaction*



Create a differentiated and engaging customer and employee experience

The background is a solid orange color with several large, overlapping, semi-transparent orange shapes that resemble stylized curves or segments of a circle. These shapes are layered, creating a sense of depth and movement. The text is positioned in the lower right quadrant of the image.

First, Define Who You Are

Why Who You Are Matters



OK, but who cares and why should they?

- Be purposeful in defining who you are
- Make who you are relevant
- Connect emotionally
- Make sure your message will resonate with a broad range of constituents including employees and recruits!

Make What You Do Matter



What they do:

They identify and protect premises, products and people with labels, signs, safety devices, printing systems and software, and die-cut materials.

What they say:

We are there in the delivery room when a mother first sees her child. We are part of the fight when a pandemic or an oil spill threatens life and the environment. We've been to space.

Tell a Compelling Story



What they do:

Donnelly is a short-run manufacturer of precision injection molded parts.

What they say:

With 2,800 active molds, more than 600 different materials and over 11,000 changeovers a year, our dedicated team of employees manages a level of complexity that most others can't handle. At Donnelly, we're up to the challenge. Ours is a culture that requires and rewards hard-working people with a can-do-attitude. And every day we work together to deliver results that set the standard for how short run is done.

The background is a solid orange color with several large, overlapping, semi-transparent curved shapes in a lighter shade of orange. These shapes create a sense of depth and movement, resembling stylized waves or abstract architectural forms. The text is positioned in the lower right quadrant of the image.

**Next, Use Your Brand
to Attract & Recruit**

Bring Your Brand to Life

Create a brand personality and use it

- Speak to what people are interested in and care about
- Don't tell me what you do. Tell me what you'll do for me
- A robust online environment is FUNDAMENTAL
- Use younger people, good photos and video to make it real
- Don't be boring...to a 20 year-old
- Bring the technologies and innovations in your business to your story



Tell a Compelling Story

Short Run & Low Volume Injection Molding | Donnelly Custom Manufacturing

Short Run & Low Volume Injecti... +

www.donnmfg.com

Google

DONNELLY
CUSTOM MANUFACTURING
How Short Run Is Done™

Our Mission since 1984

Fast Changeovers

Compressed Lead Times

High Investment

High Investment Turns

On a Challenging Niche

Compressed Lead Times

Our Mission since 1984

About Us | Why Short Run? | Why Donnelly? | Capabilities | News

Careers | Contact Us

Focusing LIKE NO OTHER

On a Challenging Niche

Compressed Lead Times

Focusing

OVERVIEW

In the challenging world of short-run molding for industrial products, only Donnelly brings the expertise, commitment and focus it takes to win.

[Learn More](#)

Leading

Feb 22 Donnelly President to participate in a panel discussion at Twin Cities Business Event [MORE](#)
[-SIGN UP TODAY](#)

Jan 02 A Sprinter, Not a Marathoner [MORE](#)

[View All News](#)

Delivering

DIEBOLD

FEATURED CASE STUDY

DIEBOLD -
Reducing Costs and Improving Lead Time Through Innovative Collaboration. [MORE](#)

[View All Case Studies](#)

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Bringing Opportunity to the Forefront

The screenshot shows a web browser window with the address bar displaying "www.bemoreatmilacron.com". The page title is "Manufacturing Careers - Southwest Ohio, Cincinnati - Milacron". The main heading is "BE MORE @MILACRON".

Navigation Menu:

- MILACRON
- I AM A ...
 - High School Student
 - Tech/College Student
 - Future Milacron Employee

Featured Employee Profile:

MEET CURTIS
He's taking on challenges every day as part of something bigger – a growing company with global reach.

Helpful Links:

- Scholarship Application (pdf)
- Co-Op Program
- Types of Careers Offered
- Current Openings (pdf)

APPLY TODAY!

Great Opportunities @ a Great Company
Milacron is a worldwide leader in plastics machinery. From auto body parts to videogame controllers to soda bottle caps, our products help make things you come across every day. Discover how you can advance your career and be a part of our strong and growing company – right here in your community.
[Read More...](#)

Footer:

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Have a Good Story to Tell



Give people a reason to want to talk to you

- Be a thought leader. Drive conversations that people will want to join
- Create a future people will want to be part of
- Say why you matter. Be important
- Be different. Not the same as your competitors
- Create a personality that's engaging, connects emotionally and appeals to people's interests

The Good News: What appeals to customers most often appeals to employees and potential employees

Use Technology to Attract Younger Tech-Savvy Audiences

Advanced Manufacturing

The Cool Factor:

THE HIGH-TECH PULL OF MILLENNIAL MANUFACTURERS

To win the next generation of factory workers, manufacturers are going high tech and gadget crazy. And it looks like it's starting to work.

By Travis Hessman

When Zack Gosney first walked into Mazda's Florence, Ky., machine tool plant back in 2011, he had no idea what he was in for.

Like most of his classmates from Scott High School in Taylor Mill, Ky., Gosney hadn't intended to find himself in a factory after graduation. He'd grown up with the images of dark, dirty and dangerous manufacturing plants his whole life and had no plans to join one once he was out of school.

"I'd never really been in a factory before," he recalls. "I thought it would be dirty and hot and sweaty. I thought when I left I'd look like I hadn't showered in three days. I didn't really know what to expect."

Gosney was into technology, into computers and electronics. He'd even enrolled in a mechatronics program at the local vocational school between first food gigs that summer. He wasn't sure what he wanted to do, but he knew whatever it was would be modern and high

tech. Electrical engineering, perhaps. But not manufacturing.

But that all changed when Mazda brought him in for that first tour.

"The minute I saw the floor," he says, "my mind was blown."

Instead of greasy machines and tired, filthy workers, Gosney found a bright, clean factory. He found high-tech tools, bright screens, lasers and gadgets and tech-savvy peers armed with exactly the kind of 21st century gear he was looking for.

He took one look, he says, and he was sold. "I was wrong about manufacturing," he admits. "This looked exciting."

This is the central crisis in manufacturing today: Years of offshoring and reports of deteriorating conditions, along with some seriously irresponsible PR, has left the new generation of workers disenfranchised with the whole industry and less inclined than ever to join. But that is starting to change.

Gosney is just one member of a steady march of millennials and young workers being hired back to manufacturing not by benefits or salaries, not by stability or future or any of the incentives of previous generations, but because manufacturing has suddenly become sort of...cool.

Today's manufacturing environment is high tech, it's gadget filled, it's challenging and dynamic. Industry is—all of a sudden—exactly what this new generation is looking for.

It's just a matter of convincing them of it.



A new generation of industrial gadgetry like XDEye's factory-ready smartglasses is attracting a new generation of workers to manufacturing.

Silicon Valley Rust Belt

The modern factory has been hit by a tsunami of new gadgets, new tools and new interfaces that are taking over jobs along every step of the manufacturing process.

All of them—from simple industrial-grade smartphones to smartglasses—should seem very familiar, particularly to the younger generation.

"We're seeing a major convergence going on in the industry between consumer-grade devices and industrial grade devices both in form and function," explains Mike Wilks, vice president of sales for manufacturing at Motorola Solutions.

That convergence, he says, is both a purposeful and a carefully orchestrated move by the industry to achieve one goal: to meet the high tech needs and expectations of today's 21st century workforce.

"We see a lot of new users entering the workforce that have a huge depth of IT device familiarization," he explains. "They already know how to use technology to make their lives easier, to get access to data and help them make critical decisions. They naturally expect their industrial devices to do the same thing."

Providing equipment to do that, he explains, is a critical challenge for the whole market.

"The biggest concern with this manufacturing revolution, or renaissance or

To win the next generation of employees, manufacturers are going high tech and gadget crazy. And it looks like it's starting to work.

Use Social Media to Connect & Build Your Reputation



Make it easy for great employees to find and connect with you

- 21% of job seekers have found their “favorite or best” job through an online social network
- 59% of recruiters rate candidates from social networks as “highest quality”
- 76% of social job seekers found their current job position through Facebook
- 4 year college grads use social media to vet prospective employers’ company culture

Use PR to Connect & Build Your Reputation



Tailored Label Products CEO to Join Roundtable on Effective Workforce Development Strategies

Posted on: 02.11.2014

Mike Erwin to share insights on how TLP's strategies are paying it off, while paying it forward

MENOMONEE FALLS, Wis. (Feb. 11, 2014) — Tailored Label Products (TLP), a leading manufacturer of high-performance labels, tags and die-cut adhesives, has been recognized numerous times over the years for having an outstanding workplace culture. But how does the company maintain that excellence day in and day out?

That will be the subject of an executive roundtable discussion at the Metropolitan Milwaukee Area Business Executives on Tuesday, Feb. 11, 2014, from 4 to 6:30 p.m., at the Sheraton Milwaukee. The event offers ideas and inspiration for business owners and executives.

Erwin will be interviewed by Mary Isabella, a business journalist and author of "The Fabrication Business" located in Menomonee Falls, Wis. Erwin has been an industry leader in employee engagement, having a rewarding culture that takes employees to the next level.



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**Then Drive Engagement
and Alignment Through
Effective Communication**

Once You've Got 'Em, Keep 'Em

Engagement Pyramid

Strategic communications that unite employees around a common vision, mission and goals

ACTION I make it happen.

COMMITMENT I want it.

ACCEPTANCE I believe it.

UNDERSTANDING I get it.

AWARENESS I hear it.

Communicate and Live Your Culture



Define your culture...or your culture will define you

- It's more than a competitive advantage. It's the #1 reason people leave and what recruits value most
 - Essential in competing for talent
 - Helps you hire the right fit people
- Allows people to self-select (both in and out)
- Motivates employees to get behind you and help you win
- If you don't have a great culture, start to build one
- If you have one, showcase it, nurture it, grow it

A dark blue silhouette of a person wearing a hard hat, standing with their hands on their hips. The background is a solid blue color with a subtle texture.

WHAT'S THE SECRET TO
OUR FUTURE SUCCESS?





**We INSPIRE and CONNECT with
people to unleash their potential**

Excellence from Start to Finish





That's how we deliver EXCELLENCE from Start to Finish

Excellence from Start to Finish





**Grow as individuals.
Win as a team.**

Excellence from Start to Finish





SUCCESS STARTS
WITHIN YOU



NO PARKING

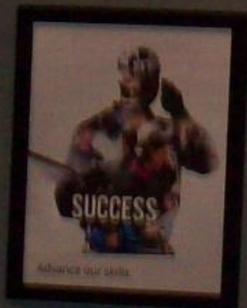
SUCCESS STARTS
WITHIN YOU

Grow as individuals. Win as a team.



ACE
METAL CRAFTS CO.





Pivotal Communications: Too Often a Missed Opportunity

Messaging should be transparent, timely and relevant to what your audiences care about.

- Change in leadership

Vision

- M&A communications to all stakeholder groups

Future

- Organizational restructuring

Winning

- Change in company strategy and direction

Evolving

At pivotal junctures, companies often fail to communicate or capitalize on the opportunity to tell a good story.

Employee engagement and alignment before pivotal junctures, helps make change quicker and easier and allows employees to help lead the change.

An Engaged Workforce is a Committed Workforce

Employee Engagement

The Jazzed Workforce

Manufacturing companies have found many ways to mold groups of employees into self-sustaining, engaged work units—and none of them is easy.

By Pete Fehrenbach

A team of truly committed workers: It's the ingredient that puts the jazz in the workforce. And few things matter more to the manufacturing game, because a workforce that is engaged inevitably drives productivity and profits upward.

Creating a team of engaged workers isn't easy. The process of taking a group of decent, reliable employees and molding them into a unit that pulses with energy and drive: If there were a pain-by-numbers

list that bosses could use to learn how to do this, then we wouldn't get bogged with studies trumpeting shockingly low employee-engagement figures—much like Gallup's "State of the Global Workforce" issued last October, which reported these stark facts:

• **Thirteen percent of employees worldwide are "engaged"** in their work—meaning they are psychologically committed to their jobs and therefore likely to go out of their way to make positive contributions to their organizations.

• **Sixty-three percent of employees worldwide are "not engaged"**—meaning they lack motivation and are unlikely to invest discretionary effort in organiza-

tional goals or outcomes.
 • **Twenty-three percent are "actively disengaged"**—indicating they are unhappy and unproductive at work and likely to spread negativity to co-workers.
 But let's focus on the other side of that coin. There are examples of manufacturing companies that have its self-sustaining fire under their workforces—companies regularly recognized a good place to work and built a strong, committed, whole worker—engagement statistics look like a photographic negative compared to the Gallup figures cited above.

We sought out a handful of these companies and asked their leaders how they do it.

Dignity & Safety

"We have a saying at Alcoa," CEO Klaus Kleinfeld says. "People don't care how much you know until they know how much you care. It starts with respect, treating employees with dignity, ensuring that their ideas count, and including them as part of the team."
 In the metal manufacturing sector—and Alcoa (NYSE:AA), which employs 60,000 people in 30 countries, is among the world's top aluminum makers—the most meaningful way to build trust and ensure that employees understand they're related to it is to keep them healthy and out of harm's way.

"That's the best way to show we care—safety," Kleinfeld says. "It's a core value, and we're proud to be known for our focus on, and success in, employee safety."

The theme is echoed by AnsohnMetal (NYSE:AMT), the world's biggest metalmaker, which employs 232,000 people worldwide. Elia Alon, CEO, InternationalMetal, has focused on safety as a primary means of engaging its production workers and getting them to buy in to the company's goals.

Andy Harshaw, AnsohnMetal USA's executive president of operations, stresses the company's workforce-development initiatives. He has been a driving force in AnsohnMetal's safety push.

"When I came here in '88, one of the things that we were the furthest behind on and that we needed to improve—and this had a lot to do with the fact that we were a company building machines from a number of predecessor companies—was health and safety," Harshaw says. "We needed to drive us in that place, and there was a huge amount of work to do [to accomplish] that. We could not have done it without first engaging our employees, and getting them to



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 — Klaus Kleinfeld, CEO, Alcoa

understand the intricacy of our purpose."
 Clear communication and, again, sincerity—a word Harshaw uses emphatically and often—were the keys to the initiative.
 "When you want people to change, they need to understand why, and it needs to be fundamental," Harshaw says. "They need to believe you, right? That is the essence of an engaged workforce: They need to believe in what you're trying to accomplish, and that you're sincere about it—and then they'll get aligned with the aspects of their role that contribute to that better purpose."

The Higher Calling

That entry purpose: It's a concept that statistic-touting executives refer to often when asked about successes they've had transforming semi-engaged workforces into committed, driven ones.

At San Allen—CEO of Deere & Co. (NYSE:DE), the farm-equipment maker with 47,000 employees worldwide—about workforces he has observed that were built around a higher purpose, and he'll tell you that the key there isn't how to com-



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5 Key Takeaways



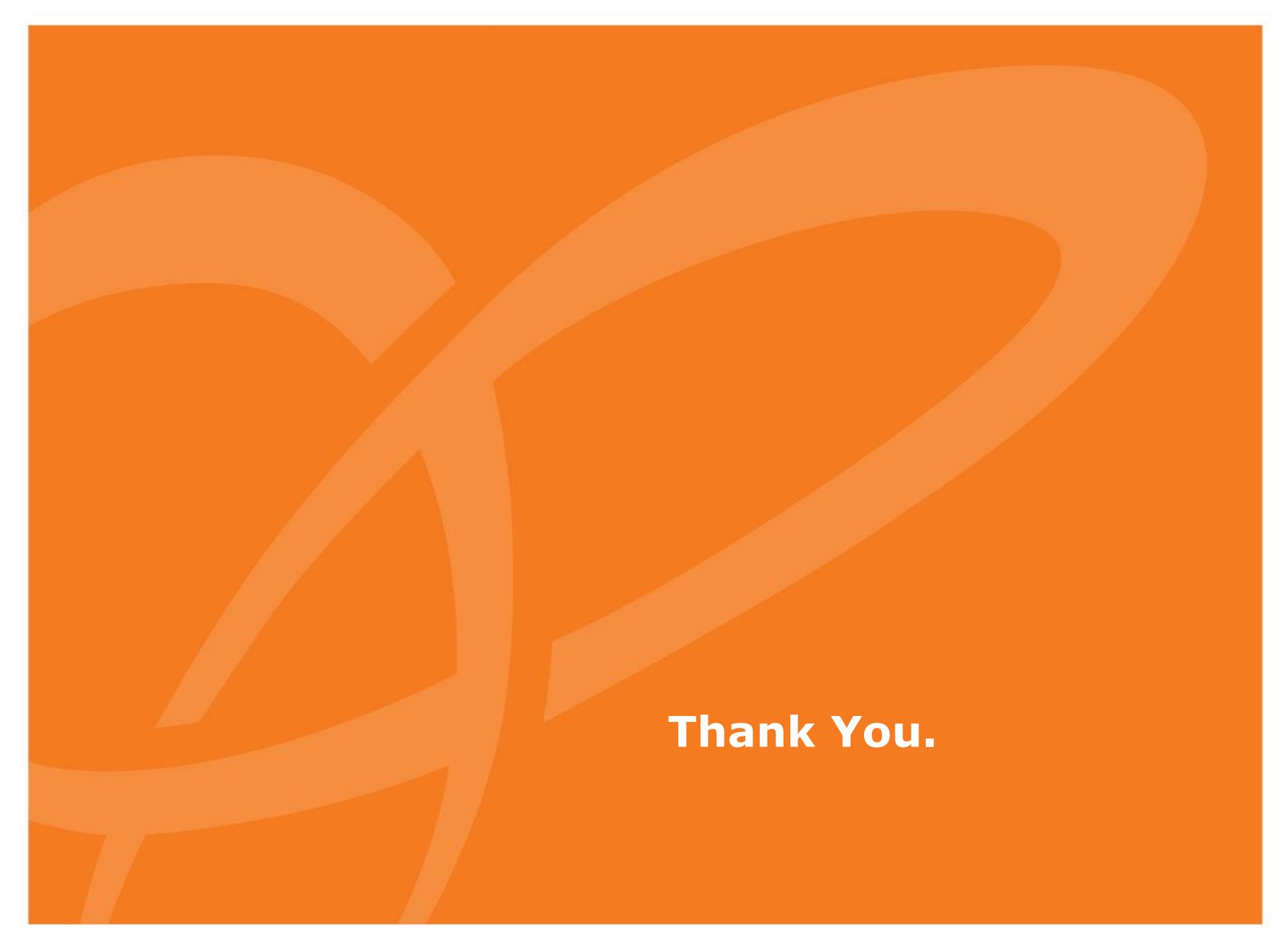
1 Your brand is important to both external and internal audiences.

2 You need to tell a good story and bring it to life in a way that connects with people personally.

3 Speak externally to engage employees internally.

4 Create a work environment that is a foundation for a great culture.

5 Use your success internally to create success externally.

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Thank You.