

Relocation Communications Plan

SUMMERHILL GROUP
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Summerhill Group Company Relocation Communications Plan

Business Priorities

- Maintain high levels of engagement and productivity before, during and after the relocation
- Establish positive reputation and business relationship between Summerhill and its new community in Leaside area
- Retain 90 per cent of workforce leading up to and after the completion of the moving process
- Maintain strong, healthy corporate culture
- Financial stability

Communications Objectives

- Maintain high levels of engagement and productivity before, during and after the relocation
- Garner business and support from Leaside area community

Employee Communications Principles

- To communicate with employees in a consistent manner that fosters dialogue
- Two-way communication channels – create open dialogue with employees and encourage feedback
- Involve management to get them to champion the objectives and key messages
- Support employees during change – Ensure that employees have access to information to help them plan

Communications Priorities

- Establish and maintain effective communication channels with employees to ensure that employees feel respected, heard and appreciated
- Maintain strong, healthy corporate culture
- Establish positive reputation and relationship between Summerhill and its new community in Leaside area

Editorial Calendar

Milestone	Timing	Content	Tactics	Audience	Desired Outcome/ Behaviour	Measures
Management Meeting	April 4, 2016	<ul style="list-style-type: none"> - The move is happening - Employee retention and maintaining company culture are paramount - Outline changes and benefits of the move - Role of management during move process - if any other managers want to help the "Planning the move" committee 	<ul style="list-style-type: none"> - Face to face meeting together with all management - Managers will all be provided with information about the changes - give any other managers an opportunity to assist with the move 	<ul style="list-style-type: none"> - Management within Summerhill organization 	<ul style="list-style-type: none"> - Managers will be supportive and positive about the move - Managers will be well-prepared to answer employee questions about the changes - managers will volunteer to help with "planning the move" committee - management retention will be high throughout move process 	<ul style="list-style-type: none"> - At least 1 management volunteer for "planning the move" committee - 90 per cent of management will be retained by end of moving process
General Meeting #1	April 5, 2016	<ul style="list-style-type: none"> - The move is happening - Employee retention and maintaining company culture are paramount - Outline changes and benefits of the move - Speakers representing different parts of the move will discuss their role in the move (financial consultant for any employees who need guidance, etc) 	<ul style="list-style-type: none"> - Email memos (sent April 4 initially to inform all staff about the mandatory meeting and a reminder on morning of April 5) - Follow-up email sent out to recap the information presented (and answers to employee questions) at meeting - Bulletin postings put up after meeting - Employee "Planning the move" info package available during meeting and in digital format with follow-up email - Create a "Planning the move" committee made of a mix of management and regular employees to help with any extra 	<ul style="list-style-type: none"> - All staff, focus on regular employees 	<ul style="list-style-type: none"> - Employees will be given the information and access to support services needed to decide their immediate future with the organization 	<ul style="list-style-type: none"> - At least 5 employees volunteer for "planning the move" committee - 90 per cent of workforce will be retained by end of moving process

			tasks related with the move process			
Intranet Posts	April 19, May 17, July 6, August 3, 2016	- Discussing various benefits of the move; importance of the move; about the Leaside area community	- blog-style posts discussing the move's benefits, why the move is important, learning more about the Leaside area community	- all staff	- comments and engagement through intranet communications system discussing contents of the posts	- read /like /comments from the intranet users
General Meeting #2	June 29, 2016	- updates on the moving process - check in with employees regarding the process, answer any other questions	- Email memos (sent June 28 initially to inform all staff about the mandatory meeting and a reminder on morning of June 29) - Bulletin postings with updated information - Employee "Planning the move" info package available during meeting - Sign-up sheets for any tasks that may need to still be done that employees can help with	- All staff, focus on regular employees	- employees will be well-informed about the move - employees will feel confident about the move	- 90 per cent of workforce will be retained by end of moving process

Article #1 for intranet (posted on April date):

As previously announced, Summerhill will be moving to the Leaside area in September of this year. This is a big change for all here at Summerhill, but it's also an exciting opportunity! Leaside offers many great features that Summerhill staff will surely appreciate. I'd like to take this opportunity to highlight some of the things that make Leaside area a great spot for Summerhill.

Firstly, there are some really great elementary and secondary schools in the area. Northlea Elementary and Middle School, Bessborough Elementary and Middle School, Rolph Road Elementary School, Leaside High School are all easily within walking distance of the new Summerhill building. This means Summerhill employees living in the neighbourhood with children can drop their children off at school on their walk or bike commute to work! There's also a pre-school, Sunnybrook School, just up the road from the Summerhill building, so you're never far from your kids.

There's also a range of wonderful restaurants and coffee shops in the area. I personally am a big fan of The Leaside Bean, a coffeehouse that offers premium roast coffees and delicious pastries and sandwiches at great prices.

The Leaside Cauldron is a new addition to the area too. It's a pub-style restaurant, with a fun Harry Potter theme! And lucky for us Summerhill staff, we get a discount on Tuesday lunch items and Wednesday night drinks!

And of course, the Leaside Memorial Community Gardens is a wonderful recreation centre that has an indoor swimming pool, two ice rinks, a curling rink and auditorium. Nearby, Serena Gundy Park is a great spot for hiking, picnicking, and even cross country skiing in the winter! Leaside also has numerous tennis and basketball courts, some baseball diamonds, a soccer field and a water playground.

I for one am excited about all the opportunities available for us in Leaside. We'll be able to hold more family-friendly staff events during the year at various spots around the neighbourhood, and maybe even join a few sports leagues with the other local businesses! Just because we work in an office doesn't mean we need to be cooped up in it all the time.

I'd like to also take this opportunity to thank everyone for the support we've received in the wake of the move announcement. You are all so important to Summerhill; we really hope you'll all stay with us through this move, but we also understand if you're just not able to make the move with us.

We've already added a few more members to the "Planning the Move" committee, so if you have any other questions, don't hesitate to ask any committee member.

Got any insight into more great Leaside spots?

- Jillian Dasti, Planning The Move committee chair