

# 2004 ComLINK Results

## Key Drivers: (greatest impact on performance)

Improving these drivers by 10% ...

### Executive Communication:

- State of the Company Meetings

### BU/FG Communication:

- Business Unit Senior Management Communication
- All Hands/Town Hall Meetings
- Immediate Manager Communication

### Communication Channels:

- SNAP

## Organizational Performance Measures:

... will result in ...

### Communication Climate

(8.2% improvement)

### Understanding of Corporate Issues

(7.5% improvement)

### Understanding of BU/FG Issues

(7.8% improvement)

“Percent improvement” is based on improving the mean score for each section. On a scale of 1-5, a 10% improvement equals a 0.4 change, such as going from 3.0 to 3.4.

