

PURPOSE COMMUNICATIONS: KEY FOCUS AREAS



2015 EVENTS - CSC



Date	Event	Overview
<p>August 25</p>	<p>CSC-Indianapolis Purpose Reveal Meeting</p>	<p>Intent/Message: Inspire and motivate employees by revealing our purpose</p>
		<p>Audience: All CSC-I employees</p>
		<p>Robert's role: presenter – speech and presentation built in late July</p>

Date	Event	Overview
<p>October 14</p>	<p>Lowe's Live</p>	<p>Intent/Message: Connect our purpose to our strategy, clarify how it aligns to our USHI and allied strategies, celebrate the progress we've made in bringing purpose and strategy to life</p>
		<p>Audience: All CSC managers and above</p>
		<p>Robert's role: Presenter – speech and presentation built in September</p>



2015 EVENTS - STORES

Date	Event	Overview
Throughout August	Mid-Year Meetings	Intent/Message: Motivate field leaders by tying purpose to 2H strategy and plan
		Audience: Led by VPSOs and MDSs to: store managers, market directors and field leadership team members

Date	Event	Overview
September 13	All-Store Meeting	Intent/Message: Motivate store teams by tying purpose to 2H strategy and plan
		Audience: Led by store manager to all store employees

2015 EVENTS – WHY DAY



Date	Event	Overview
<p>Sept. 13: stores</p> <p>Sept. 14: CSC/DC</p>	<p>Why Day</p>	<p>Intent/Message: Create an inspiring, memorable and meaningful enterprise-wide experience that gives employees an opportunity to demonstrate their commitment to helping people love where they live.</p> <p>Audience: All employees</p>

2015 EVENTS – WHY DAY

Location highlights & messaging



Location	Activity
CSCs	<ul style="list-style-type: none"> • Enhanced cheer: senior leaders participate in special remarks and cheer at central location on campus (leaders attend at different campuses) • Video stories (Red Vest Moments/leader messages): Push email at 9am, 1pm, 4pm with inspirational stories • Leader presence: attending lunch, welcome/goodbyes at entrances
RDCs	<ul style="list-style-type: none"> • Huddles: talking points provided to leaders • Video Stories: available on Connections for employees
Stores	<ul style="list-style-type: none"> • Customer Act of Kindness: Personal connection between customer and employee • All-Store Meeting: talking points included for SM • Video Stories: available on Connections for employees

2015 EVENTS – WHY DAY

Enterprise Activity



Location	Activity
All locations	<ul style="list-style-type: none">• Block gable: each employee gets a block that is part of a larger gable structure. As a part of a larger group activity, each employee writes a statement that supports purpose and puts their block into the gable for a permanent reminder of our dedication to the customer• Share: A closed Twitter or Instagram feed will allow each location to share their photos
RDCs/Stores	<ul style="list-style-type: none">• Location manager determines where it will permanently live
CSCs	<ul style="list-style-type: none">• Structure becomes part of the permanent facility branding at the CSC location

NEW LEADER TOOLS



Change the Discussion

Quarterly toolkit to equip leaders to continue the dialogue on purpose and how it connects to everything we do

Recipients: SMs, HRMs, CSC Dir+, DC location mgr



Straight Talk & Store/RDC Huddles

Monthly dialogue starters pushed to leaders so similar discussions are happening across the entire company

Recipients: SMs, CSC VP+, DC coaches+

VISUAL CAMPAIGNS



- Visuals reinforce the message that we sell more than products. We are the hearts and hands that help make a home. We each play a role in helping people love where they live.
- Unexpected, disruptive visuals (e.g. screensaver)
- Campaigns will occur quarterly to support team dialogue



CORPORATE BRANDING



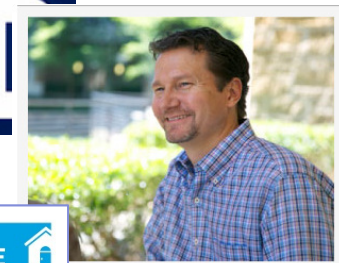
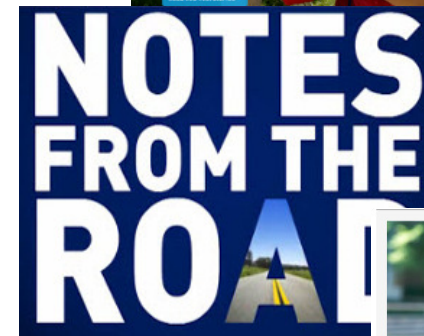
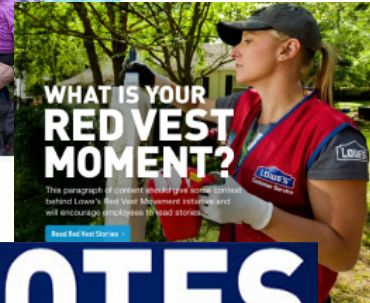
Refreshing the messaging and branding in the corporate facilities will be a visual cue to employees that we are a purpose-driven company.

Current Timeline for CSC-M and CSC-W

- **Phase 1:** concept approvals – Q2
- **Phase 2:** design development – Q3
- **Phase 3:** installation – Q3-Q4

STORYTELLING

- **Weekly:** *Red Vest Moments* and *Stories from Home* reinforce purpose, show action we are taking, and continue telling customer and employee stories
- **Monthly:** *Monday Conversations*, *Robert's blog* and *Notes From the Road* are leaders sharing their perspective on purpose and the improvements they are making to help the company become purpose-driven
- **Quarterly:** Purpose-branded push email, *Connect With Purpose*, to all employees that captures a variety of headline stories from the quarter



king purpose with Troy
nday Conversation continues with
eneral Merchandise Manager Troy Dally. Read
ays his organization is changing to help
love where they live.

