



# >> The EDS Story Portfolio/Campaign

## >> The EDS Story Portfolio/Campaign

Corporate Media: primary channels and tools used to deliver communications to EDS employees worldwide

CHANNELS	AUDIENCES		
	Senior Leaders	Leaders	Employees
Interactive	<p>Senior Leaders Town Hall Broadcast and Video Replay</p>	<p>The EDS Story Presentation (PowerPoint)</p> <p>Leaders Storytelling Tutorial Video</p>	<p>Organizational Town Halls</p>
Print	<p>StoryWall</p> <p>StoryMap Banner and Z-fold</p>	<p>StoryMap Banner and Z-fold</p> <p>Illustrative StoryCards</p>	<p>StoryWall</p> <p>Commitment Cards</p>
E-mail	<p>E-mail</p> <p>E-mail</p>	<p>Abbreviations for Leaders (bi-weekly all leader publication)</p> <p>E-mail</p> <p>E-mail</p>	<p>CEO Mike Jordan E-mail</p> <p>Organizational E-mails</p>
Web		<p>StoryMap Banner and Z-fold</p> <p>Individual Stories</p> <p>Transcript</p> <p>Leaders Online Site</p>	<p>2005 Story Highlights</p> <p>Online Commitment Card</p> <p>infoCentre Homepage</p>

### Leaders Toolkit Components

Senior Leaders Global Broadcast

Leaders Storytelling Tutorial Video

Engaging Our Employees

Front-line Leaders Interactive Guide

Story Capture Cards

EDS' Commitment to Employees

Commitment Cards

### Communicators Toolkit Components

CommCentre Communications Site

Chapter Stories

Introduction

Communications Role

Planning Engagements

Bringing the Story to Life