



Inside-Out Branding

Change Marketing™
at work



The Challenge

How can a company align and engage employees for a new phase of growth after a major restructuring and brand repositioning?



Our Audience

More than 10,000 employees across 140 countries — from the C-Suite to IT, sales and the manufacturing floor



Key Insight

The company secured over 80% market share with minimal focus on brand strategy, making a relaunch necessary to drive future growth. But a major restructuring to support the new approach left employees uncertain about what the changes mean for them.



Our Story

Our One ResMed Commitment reflects leadership's promise to provide transparency, ensuring you understand how new initiatives and processes support your growth, ResMed, and our customers.



Creative Craft

A comprehensive guide for rolling out One ResMed communications, including 2030 strategic imperatives, refreshed values and behaviors, and new employee development and recognition programs



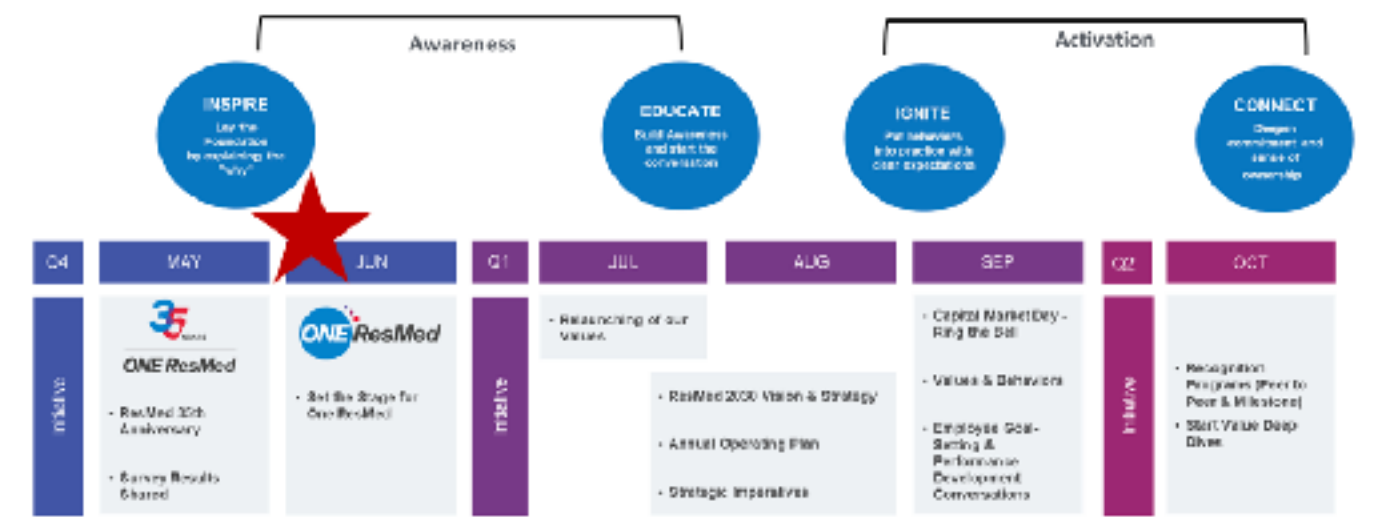
Let's
dive in



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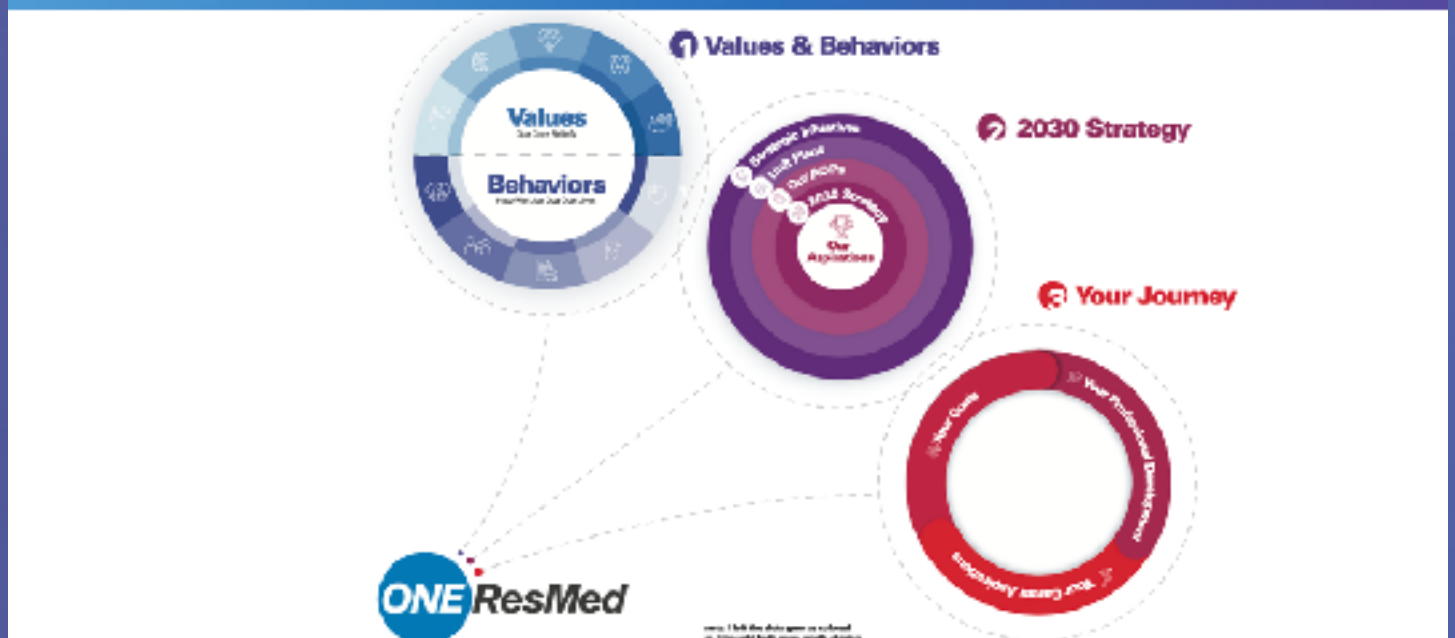
One ResMed Rollout May – October 2024



One ResMed Rollout May 2024 - April 2025

	Q4 '24		Q1 '25		Q2 '25		Q3 '25		Q4 '25	
	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
Infuse	• 20th Anniversary • Strategy Framework	• Building the 2030 Vision • ResMed 2030 Vision & Mission • ResMed 2030 Vision & Mission • ResMed 2030 Vision & Mission	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors
Message	• 20th Anniversary • Strategy Framework	• Building the 2030 Vision • ResMed 2030 Vision & Mission • ResMed 2030 Vision & Mission • ResMed 2030 Vision & Mission	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors	• Values & Behaviors • Values & Behaviors • Values & Behaviors • Values & Behaviors

Placemat



2030 Strategy

Content	Description	Objective	Detail
Lead Creative Execution	A lead creative idea to communicate the 2030 Strategy	Drive awareness of the 2030 Strategy	See Creative slides for proposed concepts
Strategy One-Pager / Infographic	A single one-pager of the 2030 Strategy	Quick reference guide to educate employees	ResMed team to build
Email from Mick	An inspired email from the CEO to introduce the 2030 Strategy	Drive awareness of the 2030 Strategy	ResMed team to draft
Talking points for Mick	Talking points derived from the main narrative with a nod to the bell ringing	Equip Mick with key messages to put into his own words as needed	ResMed team to draft
Engage Content	Copy and design assets for the ENGAGE platform	Amplify the video, one-pager and Mick messages	ResMed team to draft
Manager Toolkit	A single toolkit with the one-page handout, talking points, and Unit Plans	Equip managers to educate their teams and reinforce awareness	ResMed team to build

Values & Behaviors

Content	Description	Objective	Detail
Lead Creative Execution	A lead creative idea to communicate our values and behaviors	Drive awareness of the values and behaviors	See Creative slides for proposed concepts
Email from Mick	An email from the CEO to communicate the values and behaviors as an evolution of the ones his father first wrote down	Drive awareness of the values and why they matter	ResMed team to draft
Talking points for Mick	Talking points derived from the main narrative	Equip Mick with key messages to put into his own words as needed	ResMed team to draft
Manager Toolkit	A simple toolkit with slides for each value, talking points, and a one-page handout	Equip managers to educate their teams and reinforce awareness	ResMed team to build
Engage Content	Copy and design assets for the ENGAGE platform	Amplify the video, placemat, design and Mick messages	ResMed team to draft
Digital SWAG	Digital artwork for each value (Digital signs, Theme backgrounds, email signature, Slack graphics)	Drive engagement with fun artwork people can share	ResMed team to design

Your Journey

Content	Description	Objective	Detail
Lead Creative Execution	A lead creative idea to communicate the 2030 Strategy	Drive awareness of the new goal-setting process	See Creative slides for proposed concepts
People-leader Training	Webinar or video with supporting materials	Teach people-leaders how to help goal setting with their direct reports	ResMed team to build
Email from Mick	An inspired email from the CEO emphasizing that every ResMedian has a role to play	Make ResMedians feel proud and excited about their role in bringing the Strategy to life	ResMed team to draft
Talking points for Mick	Talking points derived from the main narrative with a focus on ResMedians as the heart of ResMed	Equip Mick with key messages to put into his own words as needed	ResMed team to draft
Engage Content	Copy and design assets for the ENGAGE platform	Amplify the video, and Mick messages	ResMed team to draft
Manager Toolkit	A simple toolkit with the one-page handout, talking points, and goal-setting worksheet	Equip managers to educate their teams and reinforce awareness	ResMed team to build

One ResMed Rollout Strategy

A program strategy featuring a 12-month content calendar and recommendations for channels and creative approach including messaging about ResMed's updated business strategy, refreshed values, and new employee growth and development practices