



Frontline Storytelling

Change Marketing™
at work



The Challenge

How do you successfully implement over 1,100 change initiatives essential to major company-wide transformation?



Our Audience

480,000+ UPSers from the frontline to the C-Suite



Key Insight

A lack of transparency has spawned misperceptions, such as transformation just means job cuts.



Our Story

Transformation isn't a distant list of projects. It's a mindset that anyone can adopt and live out in many moments everyday.



Creative Craft

A compelling narrative, communication plan, and editorial calendar and content to reach all UPSers.

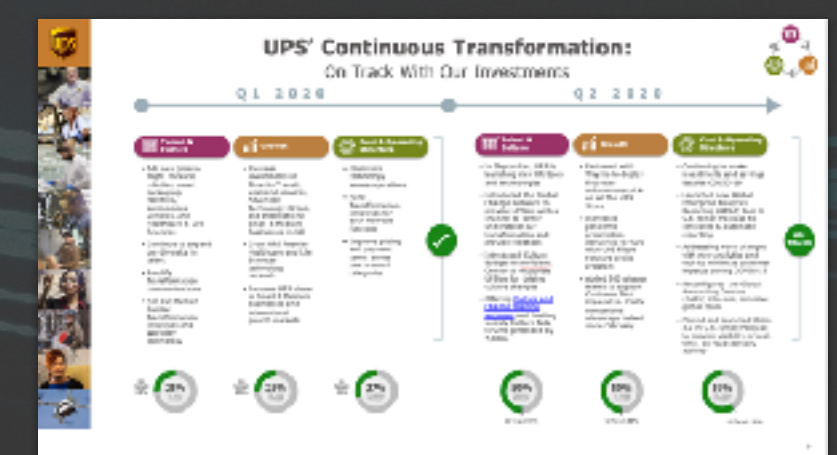
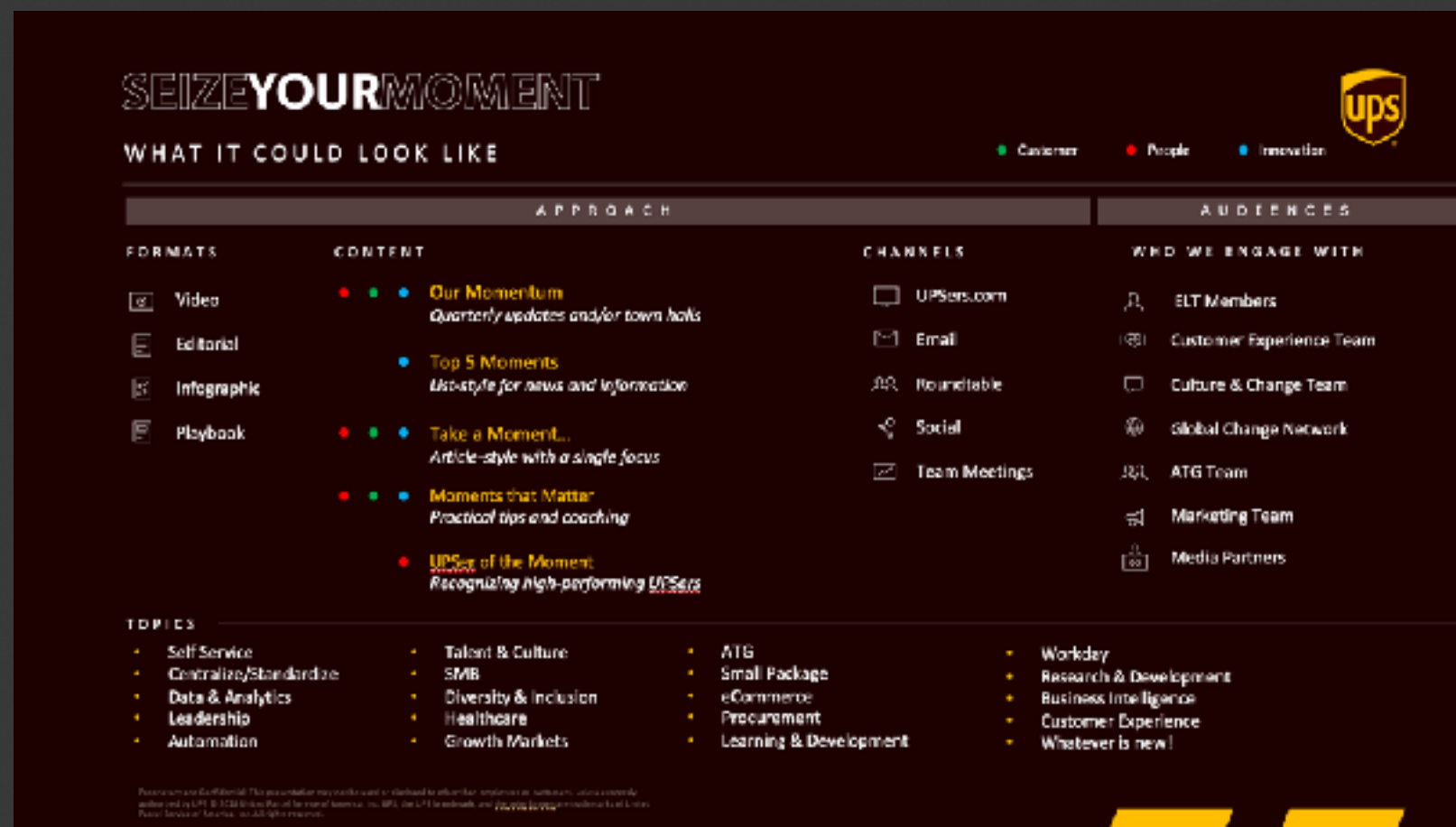


**MOVING OUR WORLD
FORWARD
BY DELIVERING
WHAT MATTERS**



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Strategy & Positioning

A global approach to transformation developed with the Chief Transformation Officer.

Video Series

A multi-pronged series of videos with leaders and employees to bring clarity and confidence.

Shareable Content

Customized content to embed the mindset across the employee experience.