



“In Stride” Storytelling

Change Marketing™
at work



The Challenge

How do you inspire employees to take ownership of a new shift management tool after years of frustration with legacy systems?



Our Audience

100k shift workers and their people leaders at Delta hubs across the United States



Key Insight

Employees are looking for an efficient way to manage their time and balance the demands of work and home.



Our Story

Meet every Delta employee where they are with customized messaging that promotes MyTIME as a new and better way to manage their career, time, and lives.



Creative Craft

A comprehensive Go-to-People plan with key messaging, promotional videos, digital content, technical support, and in-stride signage to reach and empower every employee



Let's
dive in



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Go-to-People Plan

LOCAL LEADER/SUPERUSER

- Playbook Delivery**
Go-to-people communication package provided to Local Leaders for activation (i.e., Managers, executives, EIGs, DBCs, etc.).
- Town Hall Presentation**
Brief presentation covering why the change is happening, how it will benefit employees and the new way of working.
- Talking Points**
Talking points and/or scripts for Local Leader briefings, huddles and staff meetings.
- FAQs**
Detailed FAQ highlighting policies, automated policies and where to get help.

LAUNCH PACKAGE

VIDEO

- Sizzle Video**
Animated video highlighting the MyTIME tool features and benefits.
- Ad Video**
Promotional ad video communicating a story that highlights the benefits and changes with MyTIME.

GENIUS BAR

- Small Station**
One or a group of experts in a breakroom with basic signage.
- Big Station**
Multiple experts in branded T-shirts, signage with iPad, iPhone and Samsung Galaxy readily available for access.
- Premier Station**
A “Tiny Home” or “Breakroom Pop-Up” with experts in branded T-shirts offering free food and supporting employees on login.

BREAKROOM

- DeltaVision Screens**
Digital advertisements and sizzle video clips displayed on breakroom TVs through.
- BreakRoom Posters**
Promotional posters to be displayed around the vending machines and breakroom bulletin.
- Table Tent**
Table tent advertisements printed to be displayed around the breakroom tables.
- Workstation Posters**
Promotional posters and banners to be placed next to the current MPS workstations.
- Postcard**
Information and promotional postcard used during launch and at Genius Bars.
- Brochure**
Information and promotional brochure used during launch and at Genius Bars.

IN TRANSIT

- Hallway Signage**
- Bus Shelter**
- Parking Deck Signage**
- Floor Decal**
- Large Banner**
- Elevator Signage**
- Security Signage**
- Bag Room Signage**

ONLINE

- Email**
Email communications and template including promotional video and details about “what’s to come.”
- Deltanet Home Page**
Promotional banners to be displayed hyperlinking to the MyTIME platform.
- Workplace by Facebook**
Supportive content to post within Workplace highlighting updates, details and supportive training materials.

TALKING POINTS

MyTIME

We are excited to launch a new tool for improving the way employees manage their shifts, swaps and time off. It's called **MyTIME**.

Below is a brief overview, along with some guided talking points you can use to inform your team members during team huddles.

MyTIME Definition

MyTIME is a new online tool created for Airport Customer Service, Cargo, Reservation Sales and Technical Operations employees to manage their time off, shifts and swaps. It will replace the current MPS tool employees are using.

Launch Timing

XXXX

Perks of MyTIME

MyTIME will allow employees to manage their time off, shifts and swaps while at work or on the go.

Accessibility

To access MyTIME:

- Visit Deltanet and click on “My Tools” in the top header bar
- Click on “Self-Service”
- Select the “MyTIME” tile and log in

*No app needed to access MyTIME on a mobile device.

Technology Supported

Mobile: iPhone iOS 9 and later versions, Android 4.1 and later versions

Web-browsers: Chrome, Explorer, Firefox

*Smart watches are not supported

For additional comments/questions, please contact Employee Service Center at 1-800-MyDelta.

Now Arriving: MyTIME

MyTIME

Hello,

We are excited to launch a new tool called **MyTIME** for improving the way you manage your work schedule. The tool allows you to time off, shifts and swaps while at work or on the go.

As of today, **MyTIME** is replacing **MPS**. Just like **MPS**, the actions noted below can now be accessed on **MyTIME**. So, you can access it anytime, anywhere.

- Request swaps
- Enter shift bid preferences
- Submit time off requests
- Enter vacation bid preferences

Computer and tablet access offers full functionality to all features, while mobile devices can perform shift, swaps and time off requests only.

The tool supports the following devices and browsers, which allows for conveniences:

- Mobile: iPhone iOS 9 and later versions, Android 4.1 and later versions
- Web-browsers: Chrome, Explorer, Firefox
- *Smartwatches are not supported

To access MyTIME:

- Visit **Deltanet** and click on “My Tools” in the top header bar
- Click on “Self-Service”
- Select the “**MyTIME**” tile and log in

For additional comments/questions, please contact Employee Service Center at 1-800-MyDelta.

Thank you for all you do to serve our customers. We hope this investment makes a positive difference in your workday.

Go-To-People Plan

A comprehensive menu of tactics to support launch and drive adoption that caters to the diverse communication needs of distributed, often deskless teams

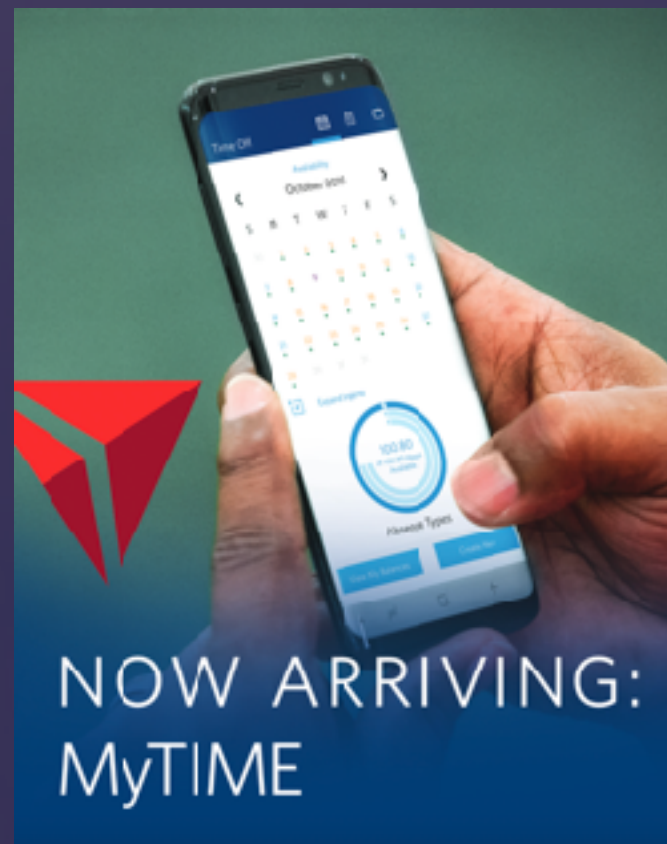
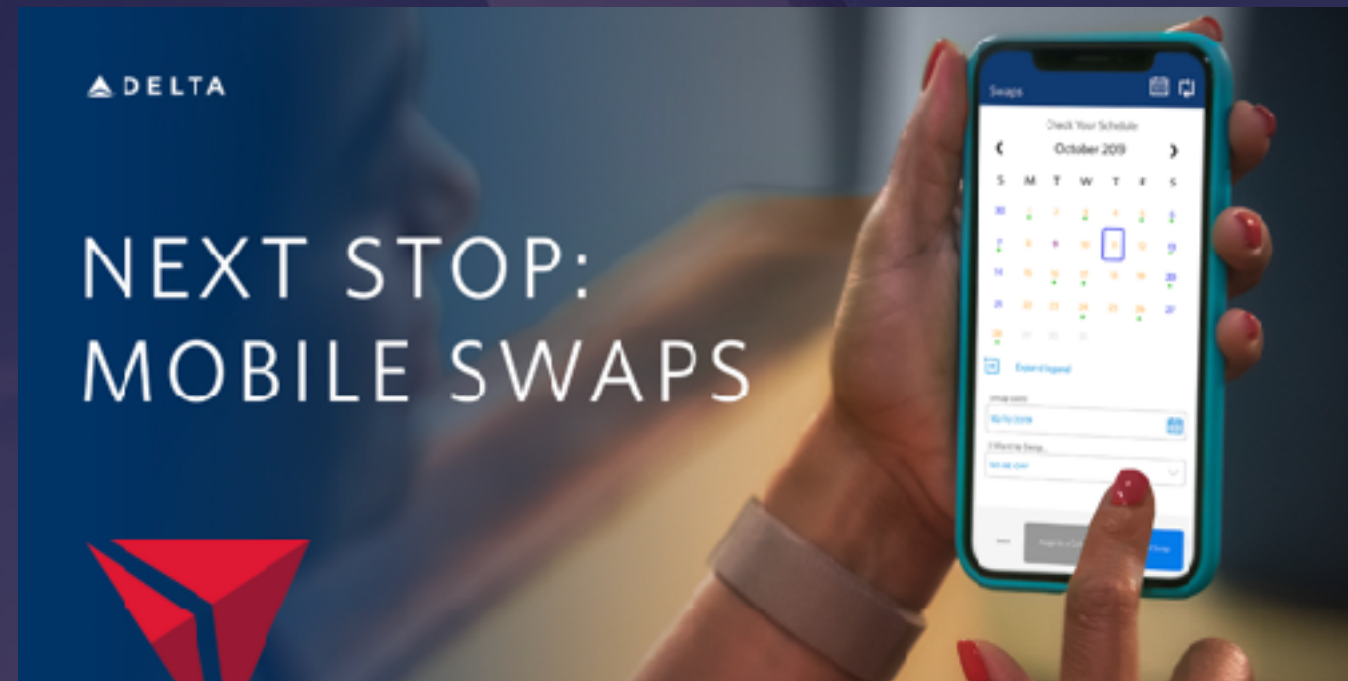
Talking Points & Email Drafts

Pre-crafted talking points for leaders at all levels and email templates, enabling comms teams to execute rollouts efficiently.



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Physical & Digital Signage

Consumer-grade, on-brand digital and print assets placed in-stride on mobile and IRL to build anticipation and awareness

Promotional Video

Showcasing how the platform empowers employees to quickly swap shifts, giving them more time to enjoy what they love

Sizzle Video

Highlighting MyTIME's key features and the improvements it will bring to employee experience