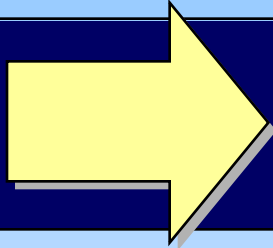


From Tina to Xena II
Strategic Communication in the
Corporate Jungle

Presented at the 50th Annual Conference of the Society for
Technical Communication
May 2003

Dan Voss and W.C. Wiese
Lockheed Martin Missiles & Fire Control
Orlando, Florida

What's Ahead



Tina or Xena – It's Up to You

**Adding Value to Information:
Strategic Communications**

Some Results

Ready to Work?

It's Tough Being Tina*

*Dilbert © United Feature Syndicate, Inc.

STC is a 501c3 nonprofit educational organization.
No infringements are intended in connection with this educational seminar presentation.

M033-732-3

So What's Up With Her?*

- **Confidence**
- **Professional training and experience**
- **Understanding of business objectives**
- **Negotiation skills**
- **Weapons**

So how do we arm Tina?

*Xena: Warrior Princess is the registered trademark of StudiosUSA.

A Recipe for Transformation

Change
Your
Mindset

- **Wanna be a doormat or a Solution Architect?**
- **The new Vice President**

A Recipe for Transformation

Assert Yourself

- **Standard turnarounds**
- **Map your process**
- **Dress for success**
- **First names**
- **Gain access to decision-makers**

A Recipe for Transformation

Form Strategic Alliances

- **Reorganize!**
- **Technical**
- **Marketing**
- **Business**
- **Management**
- **Co-workers**
- **Clubs**

A Recipe for Transformation

Mobilize Resources

- **Graphics, interactive multimedia, web design**
- **Audiovisual, video, electronic publishing**
- **Information technology**
- **Marketing and media specialists**
- **Public affairs**

A Recipe for Transformation

Add Value
through
Strategic
Communication

Today's Focus

Reaching Our Goals

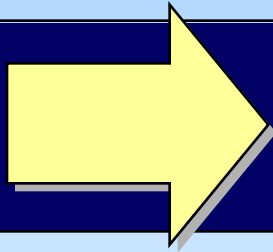
- Proposal management software – Corporate Best Practice, in use at 10 other Lockheed Martin companies
- Up to 83% annual proposal win rate
- 4 management club presidents
- 3 senior managers at other facilities
- 4 STC chapter presidents
- 1 STC Fellow
- Candidate for STC Treasurer
- Only Author of the Year not an engineer
- Illustrations in international competition for 7 years, including Best of Show International Technical Art Competition
- 95+% award rate Florida publications competition
 - Best-in-Show – Technical Publications
 - Best-in-Show – Online category
- Special compensation awards



This doesn't
happen to Tina

What's Ahead

Tina or Xena – It's Up to You



**Adding Value to Information:
Strategic Communications**

Some Results

Ready to Work?

What's Your Level of Impact?

**Analysis of
Business Objectives
& Audiences**

**Message/
Audience
Strategies**

**Writing,
Editing,
Design, etc.**

**Print, Video,
Graphics &
Other Shops**

Level 1 – Behavior

Did we cause the audience to decide to take the desired action?

Level 2 – Relevance

Was the message useful to the audience and predispose them to a desired action?

Level 3 – Attention

Did the message get attention, was it understood and credible?

Level 4 – Mechanics

Did the target audience physically receive the message?

Communications Vision

**To be a strategic partner with the business through
innovative,
customer-focused,
results-oriented
communications, public relations, and
communications technologies**

Communications Mission



Professional, customer- and market-focused communications that lead to desired action/behavior among key audiences



Communications technologies that help discriminate or provide edge over competition



Public relations strategies that support positive and mutually beneficial relationships with the business' key audiences

Strategy

Integrated Communications

Focusing the diverse talent of Missiles and Fire Control's communicators, communications technologies, and information channels to achieve critical business objectives

Team Marketing Approach



Strategy

- Focus on customers, marketplace
- Fully integrate communications
- Increase value-added time and talent
- Maximize external communications
 - Publicize successes
 - Increase frequency and consistency of messages to customers, prospects (media, advertising, marcom, PR)
 - Capitalize on corporate partnerships
 - Corporate coordination
 - Regional directors
 - International public relations network

Create an integrated communications process that itself is integrated with the enterprise

Strategic Process

- **Get involved in up-front strategic planning (in alliance with the technical, marketing, and management communities)**
- **Develop and maintain Integrated Communication Plans (ICPs) for all program/project areas**
- **Execute tactical communication operations, developing communication products to support strategic objectives**
- **Track progress; continuously update ICPs**

Integrated Communications Plan

	<i>Jan.</i>	<i>Feb.</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>
Program Milestones	LOCAAS CTV1	JASSM DT-7		JASSM OT1 Have Lite Demo SDB PDR	LOCAAS GTV1 JASSM DT9A	JASSM OT2
External Milestones						
Activities:						
Media Releases	LOCAAS	JASSM		JASSM Have Lite	LOCAAS JASSM	JASSM
Media Interviews	LOCAAS	JASSM WCMD LOCAAS @ AFA	WCMD JASSM LOCAS @ AAS	JASSM Have Lite	LOCAAS JASSM	JASSM
Trade Shows		AFA Air Warare Asian Aero	Navy Lg			
Advertising						JASSM Int'l Jane's
Direct Mail Pkgs		LOCAAS JASSM		JASSM	LOCAAS JASSM	JASSM
E-mail Alerts	LOCAAS Test	LOCAAS JASSM		JASSM	LOCAAS JASSM	JASSM
Special Events			Air Arm Summ 2002			
Internet	LOCAAS - New Flt Test Info	JASSM Flt Test Update		JASSM Flt Test Update	LOCAAS Flt Test Update JASSM Flt Test Update	JASSM Flt Test Update

Key Event Activities

- **Press release on JASSM flight test. First test of OT&E test program**
- **Press release on Have Lite demonstration**
- **E-mail alert on JASSM flight tests**
- **Update JASSM website with video, photos, and press releases from flight tests**
- **Mail out JASSM marketing package with information on OT-1**
- **Initiate media interviews on JASSM and Have Lite flight activities**
- **Prepare materials and run presentation for Small Diameter Bomb Preliminary Design Review**

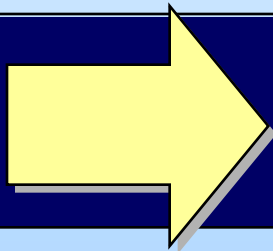
Tactical Operations

- **Treatment Conference**
 - Assemble all stakeholders
 - Analyze audience
 - Identify communication objectives
 - Devise multimedia communication plan to achieve objectives
 - Identify specific communication products to be developed
- **Production Conference**
 - Assemble all involved communication specialists (editorial, graphic, print-shop, video, tradeshow, public relations)
 - Review production schedule; identify critical path
 - Allocate budget
 - Make staffing assignments
- **Job Tracking**
 - Maintain online database on all major current jobs
 - Meet weekly to coordinate (focus on business-critical jobs and jobs that are in trouble)

What's Ahead

Tina or Xena – It's Up to You

**Adding Value to Information:
Strategic Communications**



Some Results

Ready to Work?

Briefings



Hellfire II Blast Fragmentation Warhead



LOCKHEED MARTIN 

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Press Releases

Lockheed Martin Missiles and Fire Control
5800 Sand Lake Road
Orlando, Florida 32819-8007



DRAFT

FOR IMMEDIATE RELEASE

US CONTACTS:
Nettie Johnson (407) 356-5351
Mary Jo Polidore (407) 356-2207

**LOCKHEED MARTIN DELIVERS FIRST
UK-BUILT HELLFIRE AND LONGBOW
MISSILES TO THE UK MoD**

CROSSGAR, Northern Ireland, (December 15, 1999)-- Lockheed Martin, with its principal subcontractor Shorts Missile Systems, today delivered the first UK production Hellfire II and Longbow Hellfire missiles to the UK Ministry of Defence. The ceremony held at the Shorts production facility outside Belfast, Northern Ireland, marks **the first time** the US Army's primary anti-armor missiles have been produced outside of the United States and demonstrates successful transfer of the missile technology from the United States. The missiles are the primary air-to-ground weapon systems of the WAH-64 Apache helicopter, which will provide the British Army with unparalleled anti-armor capability.

Representing the Ministry of Defence at the ceremony was Sir Robert Walmsley KCB FEng, Chief of Defence Procurement.

-XXX-

Our vision is to be recognized as the best and most respected electronics and missiles company in the world
...by our employees, customers, partners, community and competitors.

Employee News

Gayla, who closed by thanking AI for successfully overseeing the role-model MFC ISO 9001 and 14001 program.

ATP proposal team delivers



Last week, our Advanced Targeting Pod Proposal Team packed up and shipped out the company's best bid for the Air Force contract. Executive Summary and Technical Volumes were sent to the Air Force Precision Attack System Program Office at Wright-Patterson AFB, Ohio early last week. Cost volumes went out late Saturday. We submitted Sniper XR as our competitor against Raytheon's LITENING and Northrop Grumman's Terminator.

Program Manager Dan Fischhoff is confident that Sniper XR offers the best value and performance to the Air Force and expressed gratitude to the entire cross-functional team who made the proposal a reality. "The team really

came together and delivered a quality product in the face of a tight deadline," Dan said. "I'm extremely proud of the Sniper XR product and the people behind its success."

"Sniper XR offers a revolutionary design," said proposal lead Larry Brockman. "Our best-value offer includes the highest performance and lowest lifecycle cost. With Sniper XR, we employ true two-level maintenance, flightline and depot, cutting out intermediate maintenance requirements. Sniper XR is modular in design for plug-and-play repair. It can also be easily repaired using common hand tools."

Sniper XR's success story was touted to the world last month in *Aviation Week*. It described the third-generation mid-wave FLIR system, diode-pumped laser operating up to 40,000 feet altitude, enhanced stabilization, laser spot-tracker, laser marker, CCD television camera and combat-identification capability. The magazine highlighted the durability of Sniper XR's wedge-shaped sapphire window, which was undamaged by the impact of granite rock traveling at 197 mph during tests.

Winning this proposal is pivotal to maintaining our fixed-wing fire control system lead and is likely to be the last podded system required by the Air Force as future systems are being integrated into the airframe design. For instance, in the case

Photography

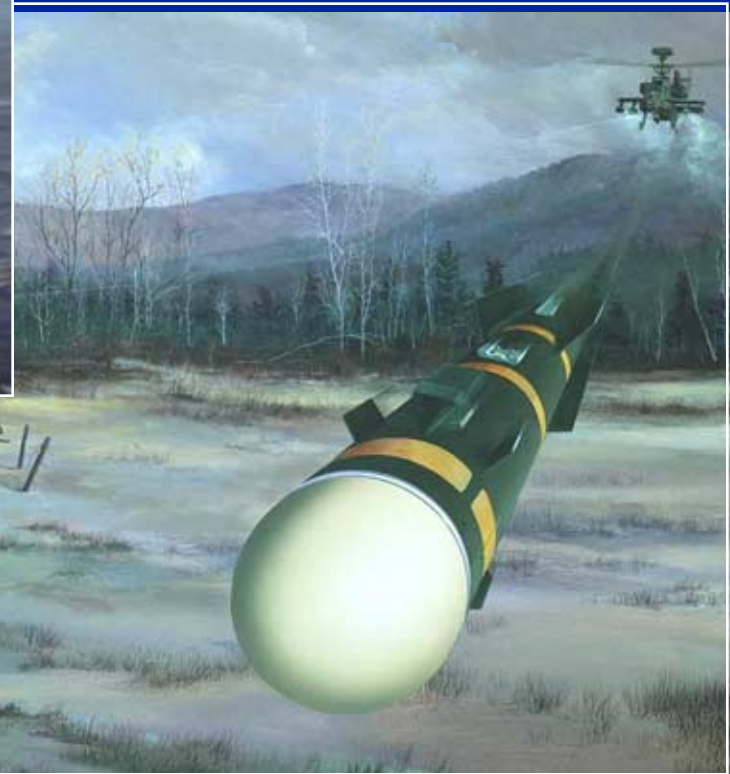


Video Clips

Hellfire Blast Fragmentation Sled Test



Paintings



Fact Sheets




Hellfire M299 Missile Launcher

The Smart Launcher Solution for Hellfire II



Logistics Support for Hellfire Missiles and Launchers

Description:
As prime contractor for the Hellfire II Weapon System, Lockheed Martin provides logistics support for Hellfire II, the Longbow missile, and the M275/M279 and M299 launchers. We provide support worldwide for Hellfire I and Hellfire II in service with the US Army, US Navy/Marine Corps, and eleven other countries.

Maintenance and Training



Features:
Full logistics capabilities include:

- Training devices (dummy rounds, training missiles)
- Technical field support
- Missile and launcher repair capability
- Planning and installation of repair facilities
- Fabrication of support equipment
- Wiring and documentation
- Inspecting services
- In-flight surveillance and life extension programs.



and Missile Missiles and Fire Control

Area of Business Development
1 Lake Road, MP 615
Florida 32819-8907
8771 356-6087 Fax: 407 356-7717
@usand@lockheed.com
http://www.lockheed.com



Logistics Support for Hellfire Missiles and Launchers



Worldwide Multi-Platform Support

CDs

Anti-Armor Today

CD 430

Public Release Briefing Files

September 2000

Visit our Web Site at:
www.missilesandfirecontrol.com

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Lockheed Martin

KARA HAVACILIK

ATAK



Hellfire II Gelişmiş Anti-Zırh Yetenekleri ve Teknolojisi ile Endüstrinin Hizmetinde

Sorun, düşman tanklarının güçlü yapılanmasıydı. Amerikan Ordusu'na göre çözüm saldırı helikopteriydi, böylece helikopterin hız ve hareket kabiliyetine sahip olmasının yanı sıra uzak menzilli ateş ve geniş görüş alanı sağlama avantajı,



düşmana karşı başında büyük rol oynayacaktı. Taarruz helikopteri sistemini tamamlamak için seçilen silah, Türkiye'nin ATAK Anti-Tank Silahlanma Programı için önerilen aday füzelerden biri olan Hellfire füzesi idi.

Savaş gücü ispatlanmış havadan karaya Hellfire füzesi zırhlı araçlara, tanklara ve nokta hedeflerine hareket halinde iken ateş edecek ve helikopterin düşman ateşine maruz kalma süresini minimize edecek şekilde tasarlanmıştır.

W.C. Wiese
Lockheed Martin, Missile Systems

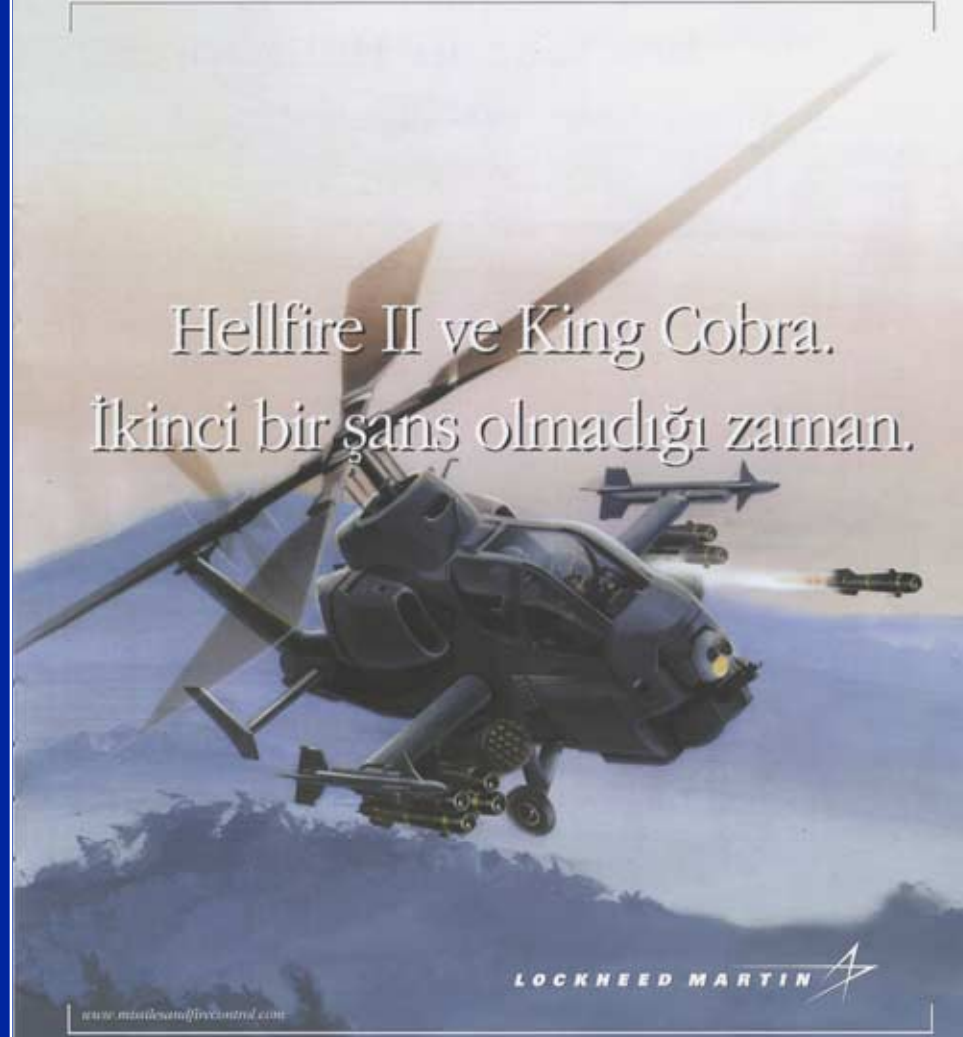
Agusta A-129 Scorpion ve Eurocopter Tiger'a da entegre edilebilir. Toplam olarak, 60000 Hellfire füzesi üretilmiş ve 20

avantajdır. Hellfire II füzesinin, muharebede ispatlandığını ve birçok savaş helikopterine yerleştirildiğini belirten Dewar, Türkiye'nin Hellfire'i seçmesinin gelecekte NATO'nun diğer ortaklarıyla yapılacak ortak operasyonlarda da fay-

Advertising

GÖREV: Düşman zırhlı birlikleri hareket halinde. Ancak AH-1Z King Cobra atak helikopteri göreve hazır. Hellfire II lazer güdümlü füzeleri ile donatılan King Cobra, her türlü zırhlı birlik tehdidinin hakkından gelebilir. Gündüz veya gece. Helikopterin uçuşunu etkileyebilecek füze güdüm telleriyle irtibatı olmayan King Cobra, böylece süratle darbeyi indirebilir...birden fazla füze ile...aynı anda.

Hellfire II ve King Cobra.
İkinci bir şans olmadığı zaman.



LOCKHEED MARTIN

www.militaryaviation.com

BAŞARI: Maksimum atış kabiliyeti ve eşsiz vuruş hassasiyeti, helikopter ve mürettebatın güvenle eve dönüşünün teminatıdır. İşte bu yüzden Hellfire II, Türk Deniz Kuvvetleri S-70B Seahawk ve Türk Kara Kuvvetleri AH-1 Super Cobra helikopterleri için seçilmiştir. 11 ülkenin zırh delici silah olarak doğal seçimi. Diğer NATO kuvvetleri ile ortak hareket kabiliyeti. Bugün üretimdeki temel havadan-yere füze sistemi. Ve King Cobra için en iyi seçim.

Web Site

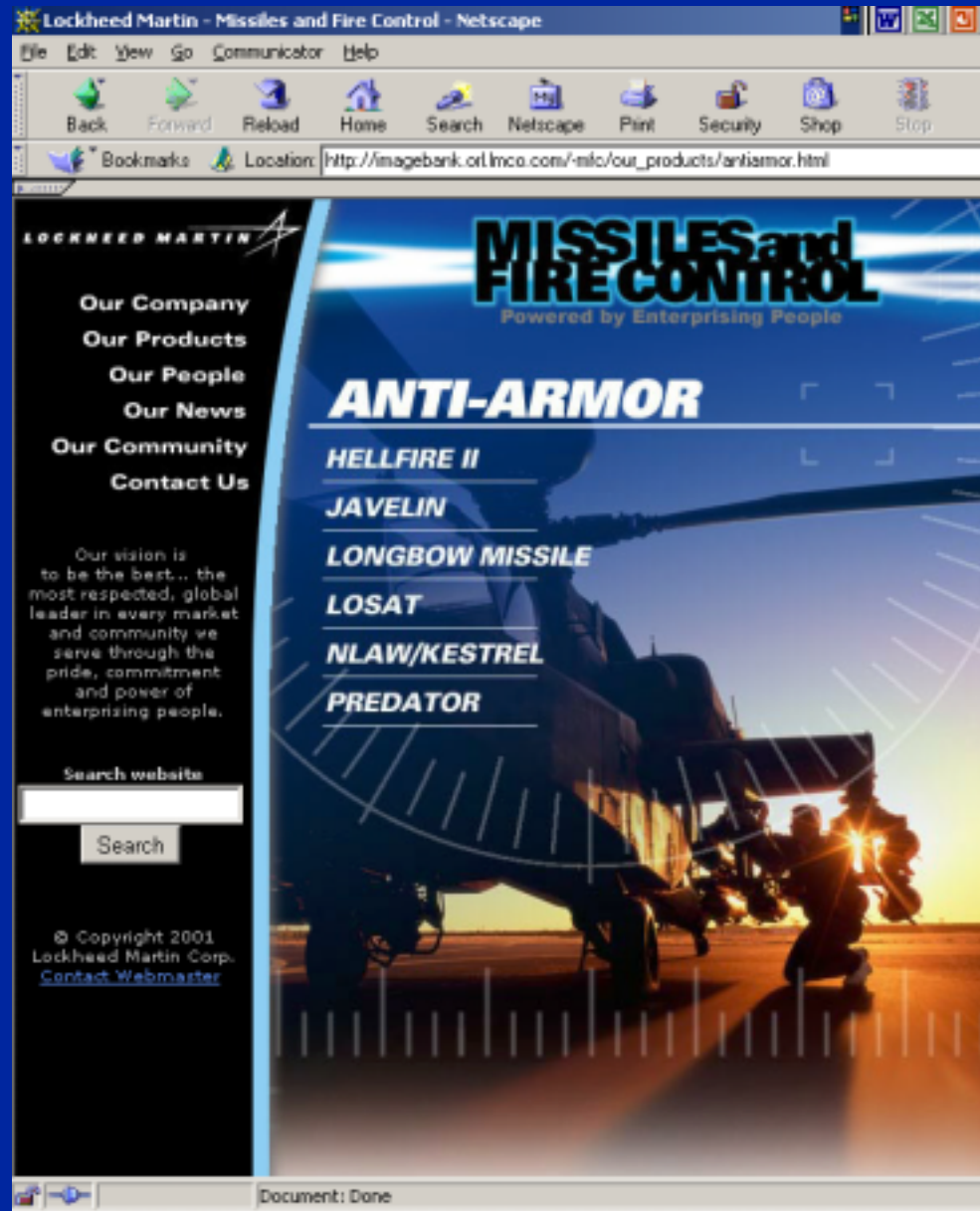


Photo Site


The screenshot shows a Netscape browser window with the address bar at <http://imagebank.orl.mco.com/photos/>. The page features the Lockheed Martin logo and a navigation menu with links for Home, Lightbox, Comments, Related Sites, Help, and About Us. A search bar on the left contains the text 'Hellfire', with 24 results returned. The search results are displayed in a grid of six thumbnails, each with a 'Select photo' checkbox and 'Low' and 'Med' resolution options.

LOCKHEED MARTIN **Digital Photo Collection**

Home Lightbox Comments Related Sites Help About Us

Thumbnails

Your search resulted in 81 photos.
Click on the image to see a larger view with photo information.
Click on a resolution option to prepare to save/download image.
Click the Select Photo checkbox for each photo you want to store in a lightbox, then scroll to bottom of screen and add to lightbox before advancing to next page.

<p>TS0530-30-03.4 Hellfire II</p>  <p><input type="checkbox"/> Select photo Low Med</p>	<p>TS0530-30-03.1 Hellfire II</p>  <p><input type="checkbox"/> Select photo Low Med</p>	<p>TS0446-Y1-15.3 Longbow</p>  <p><input type="checkbox"/> Select photo Low Med</p>
<p>TS0446-YA-09.1 AH-64D Apache</p>  <p><input type="checkbox"/> Select photo Low Med</p>	<p>TS0418-30-07.2 Hellfire II</p>  <p><input type="checkbox"/> Select photo Low Med</p>	<p>TS0418-30-07.1 Hellfire II</p>  <p><input type="checkbox"/> Select photo Low Med</p>

Trade Show Site

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international
TRADE SHOWS

Graphics Search Result Information

Your search resulted in 7 graphics

You searched Company = Consider all companies; Trade Show = Consider all trade shows; Keyword = Hellfire;

(Displaying panel 4 of 1-7)

Return to Thumbnails Return to Search

Control No.: EN0029-30-04

Panel Name: Sea-Launched Hellfire II

Product: Hellfire II

Company: Lockheed Martin Missiles and Fire Control - Orlando

Business Area: Systems Integration

Panel Location: Standard Panel - Req #229

Keywords: AGM-114M Hellfire; antiarmor

Sea-Launched Hellfire II

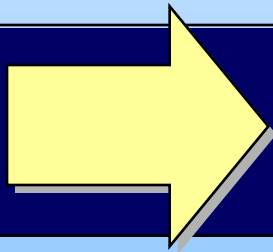
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What's Ahead

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**Adding Value to Information:
Strategic Communications**

Some Results



Ready to Work?

Today's Assignment

- ***Divide into teams***
- ***Review process of integrated strategic communication***
- ***Read 4 scenarios; pick 1***
- ***Develop an integrated communication plan to meet the business challenge in the scenario***
- ***Analyze the audience***
 - Define communication objective
 - Identify key messages
 - Select media
 - Consider schedule and budget
- ***Create flip charts or transparencies to present your plan to the group***

Time for Action!!

4 Scenarios

- **The PEPSI Challenge**
- **The Case of the Attack Lawn Mower**
- **Communications CPR for Honest Harry's**
- **Educational Outreach in the Inner City**

Take your weapons!