



GÅ-HJEM-MØDE

VOICE I Novozymes

27. februar 2007

Responsibilities



Who is responsible for the communication in your organisation?

1. Top management
2. The communications function
3. A mix of top management and the communications function
4. Neither

We are all responsible
for communication



Rethinking the Role



- We are all responsible for communicating
- Everyday we use e-mails, meetings, phone calls, presentations, SMS, the IntraWeb, magazines, newsletters
- The new technologies have made it possible for us to communicate across borders, time zones, cultures and functions at a high speed and with no limits
- We need to be good at communication – and aligned

Three elements in the strategy



- Policy and Standards – the backbone – *what*
- VOICE – *how*
- Networks and organisation - *who*

From Noise to VOICE



Turn up the
volume

VOICE



- Imagine the effect of all 4500+ employees communicating with a clear VOICE
- And knew :
 - **What to communicate**
 - **To whom**
 - **Why**
 - **When**
 - **How**
 - **And with which effect**

The objective of VOICE



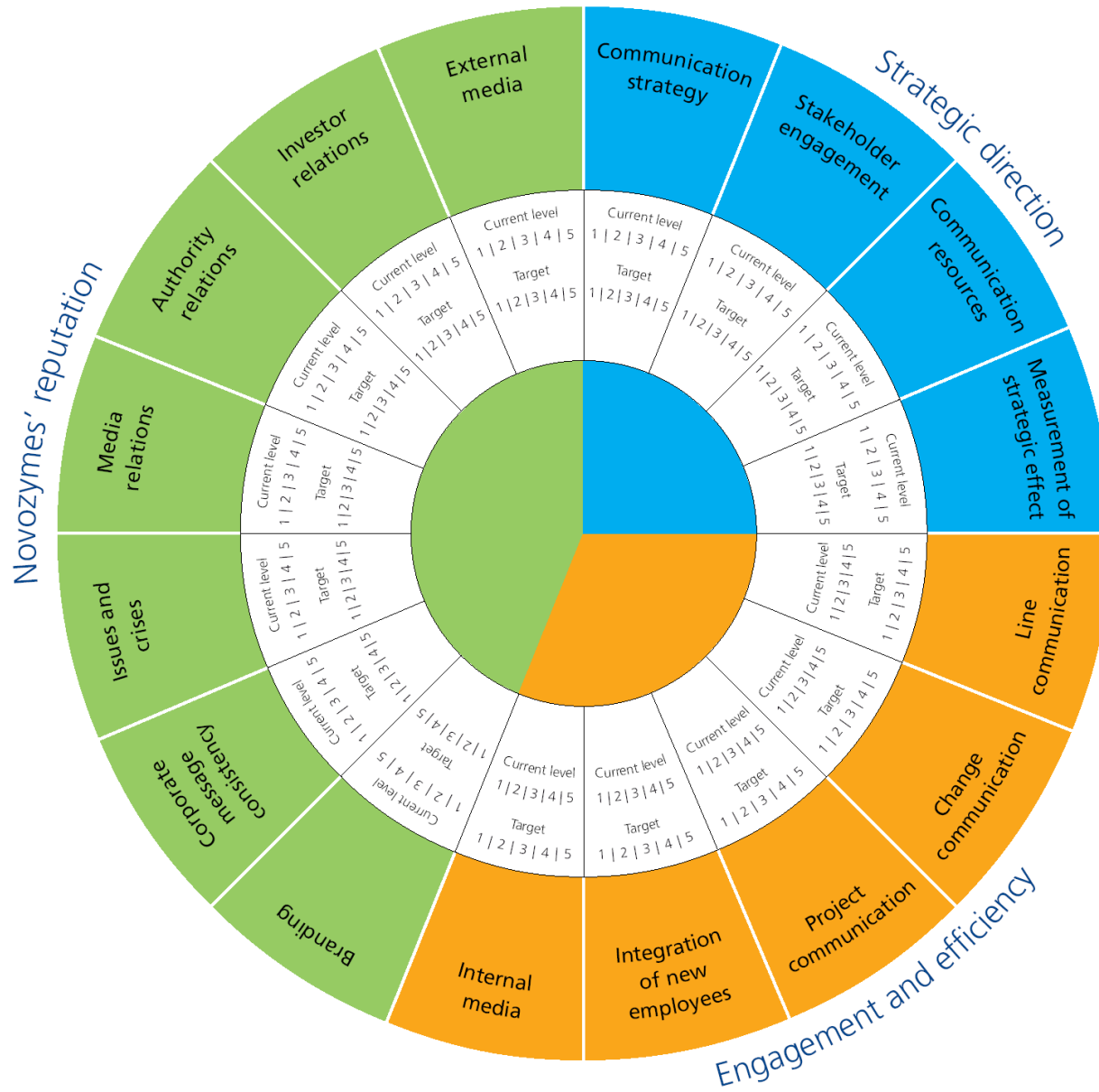
Overall Novozymes objectives:

- A leading voice within biological solutions
- An engaged and efficient workforce

The methodology



1. Mapping
2. Target - setting
3. Implementation: The VOICE shop
4. Measuring
5. Follow - up



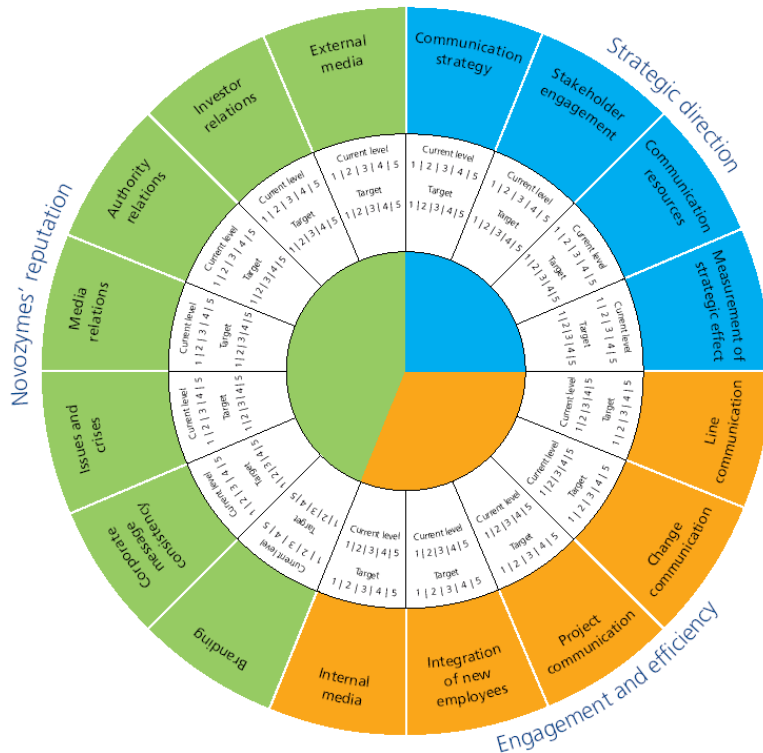
The VOICE wheel

VOICE™



Does your communication support business goals by:

- Having strategic direction?
- Securing engagement and efficiency?
- Building Novozymes' reputation?



Mapping tool
Target-setting tool

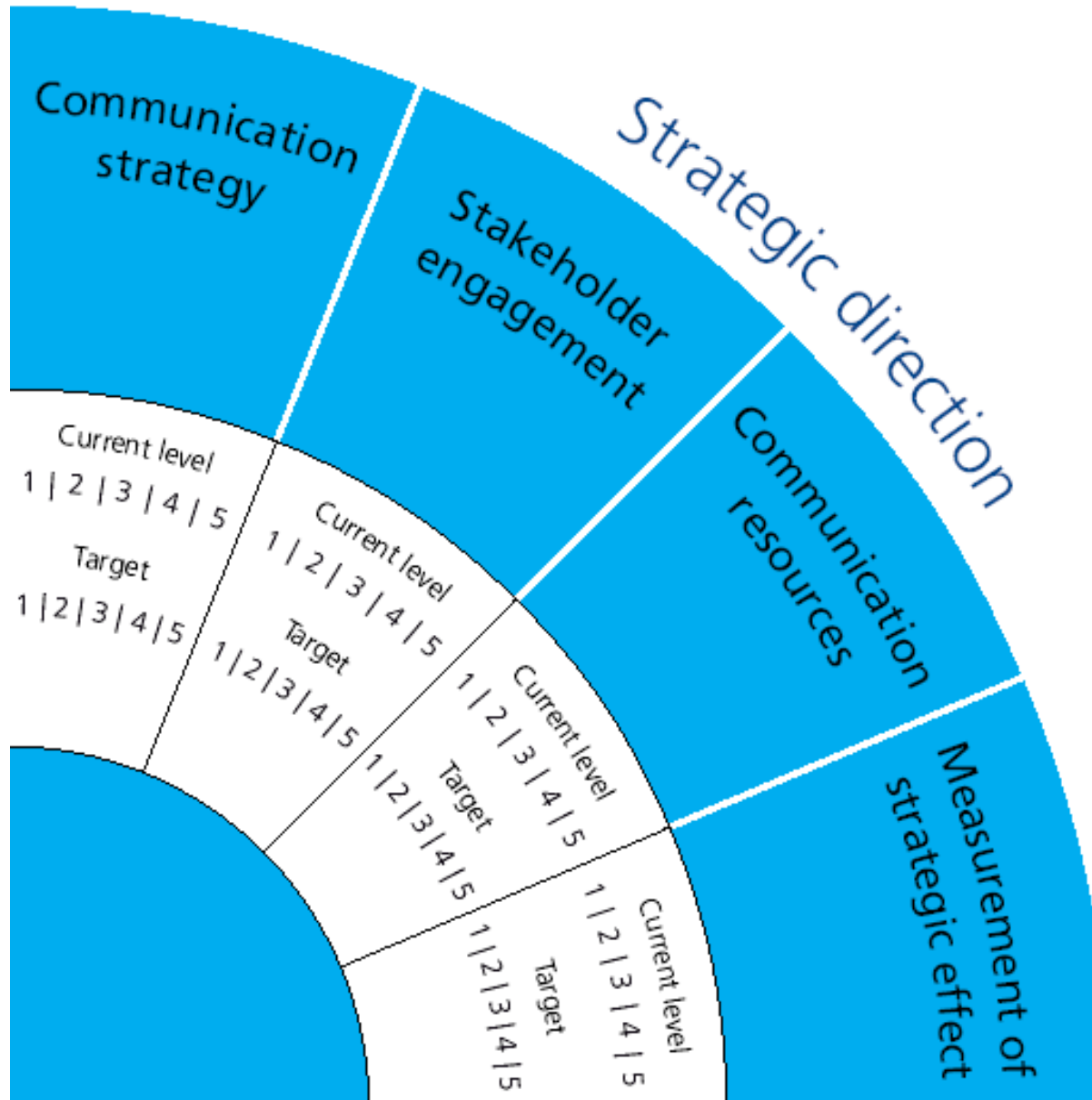
A strategic dialogue tool

The VOICE Shop

The VOICE wheel



In each slice there is 3-5 essential questions



The VOICE shop



VOICE®

Internal media



Checklist for efficient meetings

If you want to target your messages, create dialogue and involve others, then hold a meeting! You can use this checklist to remember all the important points.

√	Before the meeting
	Set out your objective(s) and expected benefits
	Decide who will be invited (only essential persons)
	Book a suitable venue
	Assess whether you will hold a telephone conference, a NetMeeting or something else
	Consider how the participants should prepare for the meeting
	Prepare an agenda – use the template for agendas
	Send out your invitation for the meeting, including the agenda – remember to give a deadline for replies
	Have an informal conversation with any crucial participants before the meeting
	Prepare the material that you will be using at the meeting
	Order food/refreshments for the meeting in good time
	Check AV/IT equipment and other necessary aids in good time
√	During the meeting
	Start on time
	Hand out the agenda
	Present the objective(s), expected benefits and agenda
	Appoint a minute-taker to note down decisions, actions and responsible persons
	For each item on the agenda: <ul style="list-style-type: none">• Presentation

We have created more than 150 communication tools.

From tips and tricks to targeted workshops.

The VOICE shop



My page | Enzymes Business Unit | Service functions | Locations | Products and industries | About Novozymes | Content Administration | User Administration | System Administration | Home | My set-up | News room | Advanced search | +NZearch | File documents | Self Service | Help | Communications Temp | My Rooms



- VOICE concept
- Line communication
- Communications
- Change communication
- Project communication
- Integration of new employees
- Internal media
 - Introduction
- Basic communication
- Choose the right medium
- Intraweb
- Intraweb news
 - Spark Magazine
 - Emails
- Meetings
 - Introduction**
 - Guidelines
 - Checklists
- Tips
- Presentations
- Photos
- Storytelling
- Events
- Create an e-newsletter
- Create a newsletter
- Cross-cultural communication
- Courses
- Branding
- Corporate messages
- Issues and crises
- Media relations
- Authority relations
- External media



Meetings

If you want to target your messages, create dialogue and involve others, then hold a meeting! On this page you can find guidelines, checklists and tips that enable you to prepare, hold and follow up on your meetings efficiently.



Guidelines for meetings

Find out how to prepare, hold and follow up on your meetings efficiently. [Read more](#)



Checklist on meetings

Did you remember all the important points? Use this checklist when you organise a meeting. [Read more](#)



Tips on meetings about changes

If your meeting or part of it is about change, use these tips to involve the participants. [Read more](#)



Tips on maintaining focus

Some people find it difficult to maintain focus on the agenda. Use these tips to help them. [Read more](#)



Fun tips for meetings

Use these fun tips to lighten the mood and get the participants to be more active. [Read more](#)

Contacts

Meetings [LTId](#) [ACBT](#)

Documents

Document x

Document x

Document x

Document x

Document x

Links

[Guidelines for efficient meetings](#)

[Checklist on efficient meetings](#)

[Tips on meetings about changes](#)

[Tips on maintaining focus at meetings](#)

[Fun tips for meetings](#)

A tool in the VOICE shop



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- Corporate messages

Tips on writing Intraweb news articles

Is it part of your job to write local Intraweb news articles?
Then follow these ten tips to get started and catch your readers' attention.



Download this VOICE tool

1. Prioritise your content

- First of all, make sure your story is relevant to your readers
- Conclusions and summary first, background information second

2. Create a clear headline

- Tell your key message in simple words
- Make it relevant and interesting to your readers
- Avoid details – do not exceed 50 characters
- Put most focus on the first words

3. Provide a summary

- Immediately after the headline, provide an abstract to summarise your article
- Do not exceed 100 characters
- Put most focus on the first words

4. Make your subheadings meaningful - not 'clever'

- Use a subheading every 2-3 paragraphs to summarise your topics
- Make them short and simple
- Put most focus on the first words

5. Shorten your paragraphs and sentences

Contacts

Global Intraweb news [MHun](#)
Spark Magazine [UMtt](#)

Documents

Document xx

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Document zz

Document xx

Document xx

Document

Links

Guidelines for submitting global
Intraweb news articles

[Intraweb news production system](#)

[Tips on writing for the Intraweb](#)

[Crash course on writing articles](#)

The roll out



- All our strategic sites – Denmark, China, North America, Brazil
- Workshops with site management and strategy owners
- Staff functions – R&D, P&O etc.
- Our major business strategy groups – detergent, fuel, bakery etc.

The Costs



- It has to be cost neutral !
- Resource allocation in the organisation will determine the speed of the VOICE roll out.



Are we ready?

