

# DSM Newscast – integrated newscasting with screensavers



**Jos van Haastrecht**  
**Wednesday 17 October**

**DSM Corporate Communications**

*Unlimited.* **DSM**

# DSM is everywhere...

UnAimed **DSM**

DSM Dyneema produces Dyneema<sup>®</sup>, a lightweight, super strong high performance polyethylene fiber. Dyneema<sup>®</sup> is an important component in ropes, cables and nets in the fishing, shipping and offshore industries.

DSM Nutritional Products produces Wainine and UV fibers for use in the personal care industry.

DSM Coating Resins produces synthetic coating resins for use in the marine industry.

DSM Fibre Intermediates produces caprolactam as a raw material for Nylon-6, which is used in textiles and acrylonitrile, which is a raw material for acrylic fibers.

DSM Engineering Plastics produces insulator materials for LV switchgear and ITE components, lighting fittings and terminals, sockets, wire and cable, enclosure housings and electrical equipment.

DSM Nutritional Products produces vitamins, carotenoids, enzymes, amino acids and other ingredients for use in the animal feed and pet food industries.

PeptoPro<sup>®</sup>, a sports recovery ingredient, is product of DSM Food Specialties, differs from other sports and energy drinks in that it enables faster replenishment of muscle energy stores.

DSM Melamine produces melamine, which is mainly applied in adhesives and impregnating resins for wood-based panels used in the construction industry.

DSM Fine Chemicals products are used in coatings, resins, dyes, pigments, polymers and plastics all around the world, both as base products and as additives that give the end products special qualities, such as a strength, UV resistance and elasticity.

DSM NeoResins produces extremely durable resins specially designed for the marine industry.

DSM Composite Resins produces unsaturated polyester resins, gel coats, stopes and fillers and polymeric plasticizers for use in glass reinforced plastics applications in the marine industry.



- **The Life Sciences and Materials Sciences Company contributing to *quality of life***
- Our products are used globally in a wide range of markets and applications, supporting a healthier, more sustainable and enjoyable way of living.
- Our end markets include human and animal nutrition and health, personal care, pharmaceuticals, automotive, coatings and paint, electrics and electronics, life protection and housing.
- DSM has annual sales of almost EUR 9 billion and employs some 22,000 people worldwide with locations in Europe, Asia, Australia, Africa and the Americas.

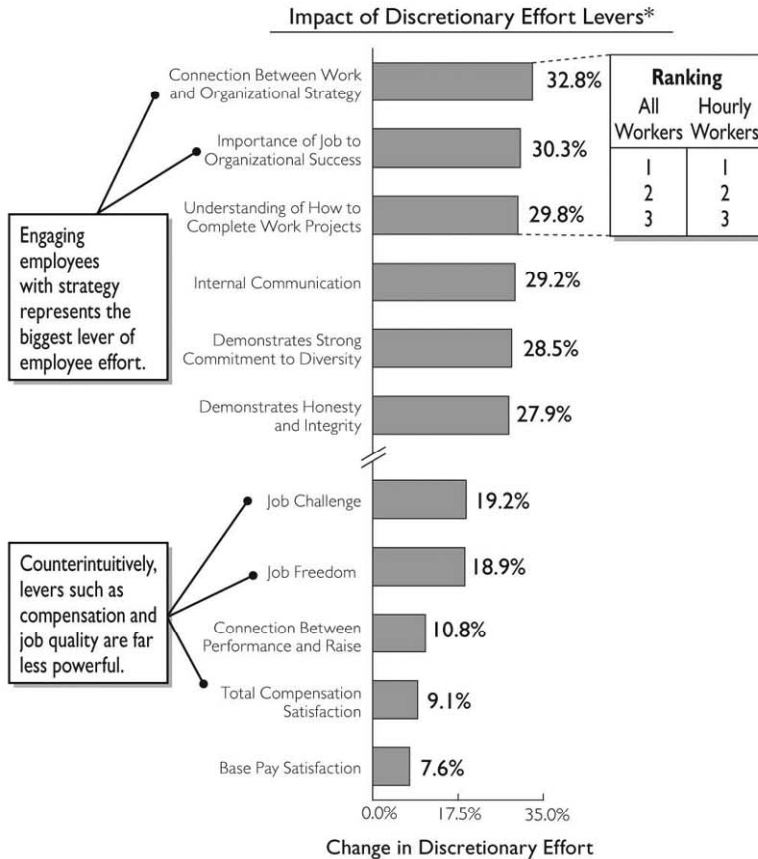
- Relatively low percentage of employees aware of and/or understand DSM Strategy\*
- Dialog, timing and leadership essential in internal communications\*
- Employees less proud to work for DSM compared with peer group\*\*
- Employees do not consider DSM as innovative as within peer group\*\*

*\* 2005 Global Strategy Perception Survey*

*\*\*Compared to key peer group of chemical companies 2004 Survey*

# External research: The Power of Engagement with Strategy

## Engaging employees with strategy drives productivity...

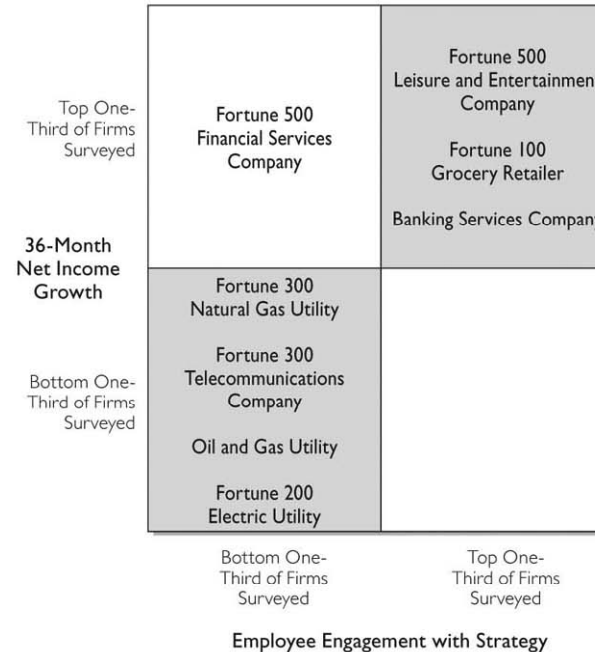


\* The maximum total impact is calculated by comparing two statistical estimates: The predicted impact on performance or probability of departure for an employee who scores "high" on commitment versus one who scores "low."

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## ...and is tied to firm performance

### Relationship Between Employee Engagement with Strategy and Firm Performance



Correlation between 36-month net income growth and a firm's score to the statement, "I understand how my work projects or assignments are connected to my organization's overall strategy," is  $R^2 = 0.29$ .

Source: Corporate Leadership Council, *Driving Employee Performance and Retention Through Engagement*, Washington, D.C.: Corporate Executive Board, 2004; Communications Executive Council research.

## Engaging employees with strategy represents the biggest lever of employee effort

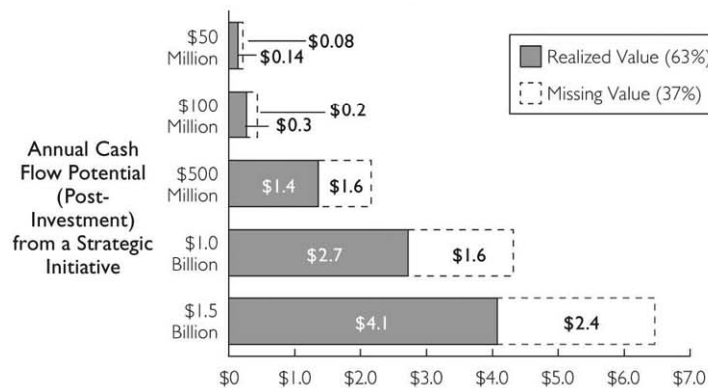
# External research: Leaving Money on the Table?!

**Failure to realize the full economic value of corporate strategies...**

Potential Value of Strategy Versus Realized Value



Average "Missed" Value from a Strategic Initiative  
Scenarios, Estimated



Five-Year Present Value at 8% Discount Rate, in Billions of U.S. Dollars

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**...stems in part from their poor communication**

Factors Contributing to Incomplete Strategy Execution

In Order of Importance

**SURVEY OF 197 ORGANIZATIONS**

1. Required resources are inadequate/unavailable when needed.
2. The strategy is poorly communicated to the organization.
3. Actions required to execute are not clearly defined.
4. Accountabilities for executing the strategy are not clearly defined.
5. Organizational silos and culture block execution.
6. Performance monitoring is inadequate.
7. Consequences for failure/rewards for success are inadequate.

Source: Successful Brand Repositioning, McKinsey & Company; Closing the Strategy-to-Performance Gap, Marakon Associates; Corporate Strategy Board, *Translating Strategy Into Action*, Washington, D.C.; Corporate Executive Board, 2004; Communications Executive Council research.

**Lack of clarity and bad communication is among the top reasons for incomplete strategy execution**

# DSM Global Internal Communications Strategy and objectives (simplified):

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## Create more company pride and employee engagement by:

- Bringing the **right news** and information
- To the **right employee**
- At the **right time**
- In the **right language** and format
- On a **worldwide** basis
  
- Stimulating 2-way dialog
- More visibility of Top Management/MB

# Tools in relation to Newscast function

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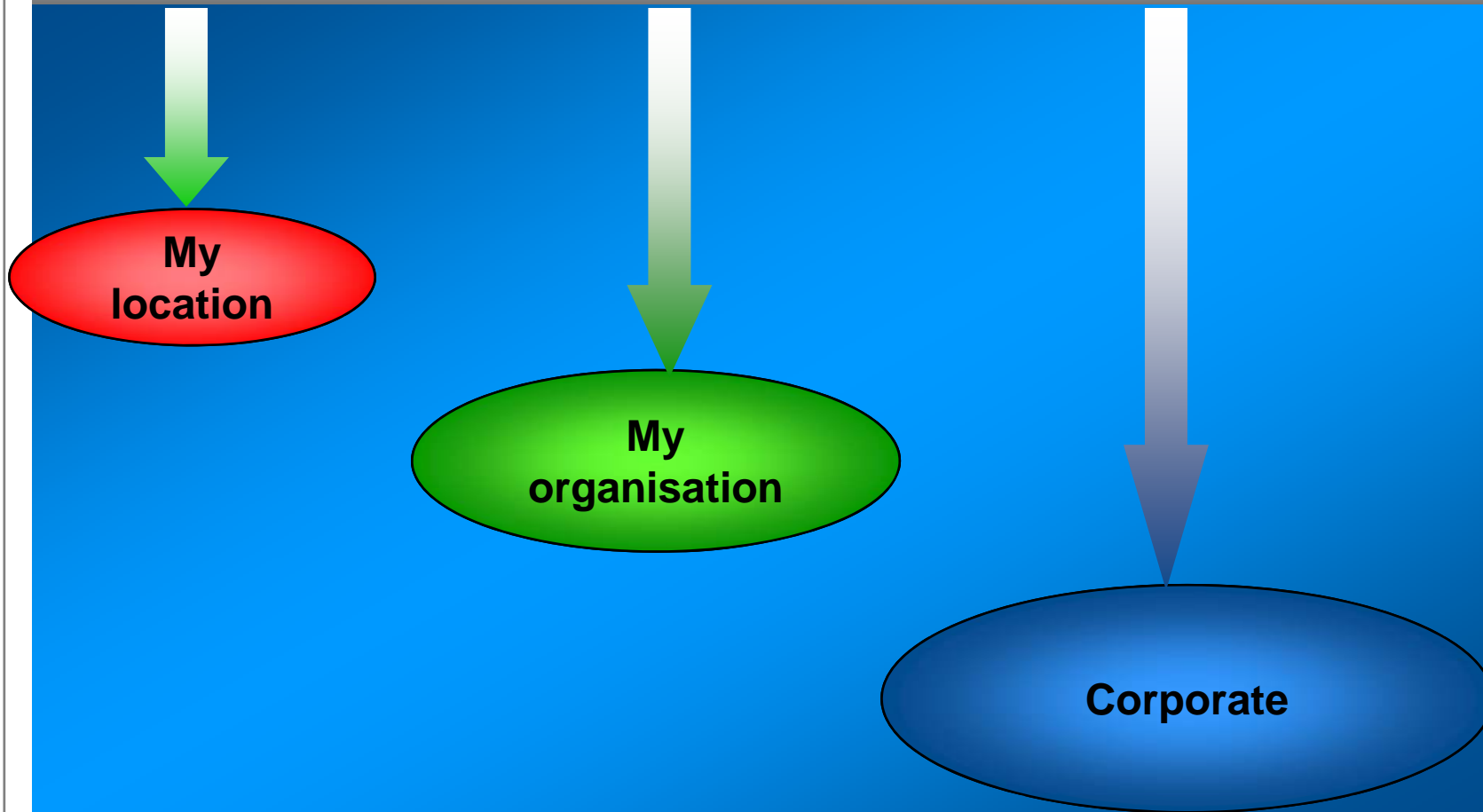
Tool	Newscast Function
Internal Magazines	NO
Intranet	YES, partly/insufficient
E-mail/E-mail newsflashes	YES, partly/insufficient
News bulletins and memos	YES
Plasma Screens	YES, partly/insufficient

# Narrowcasting with screensavers: Good complementary communication tool

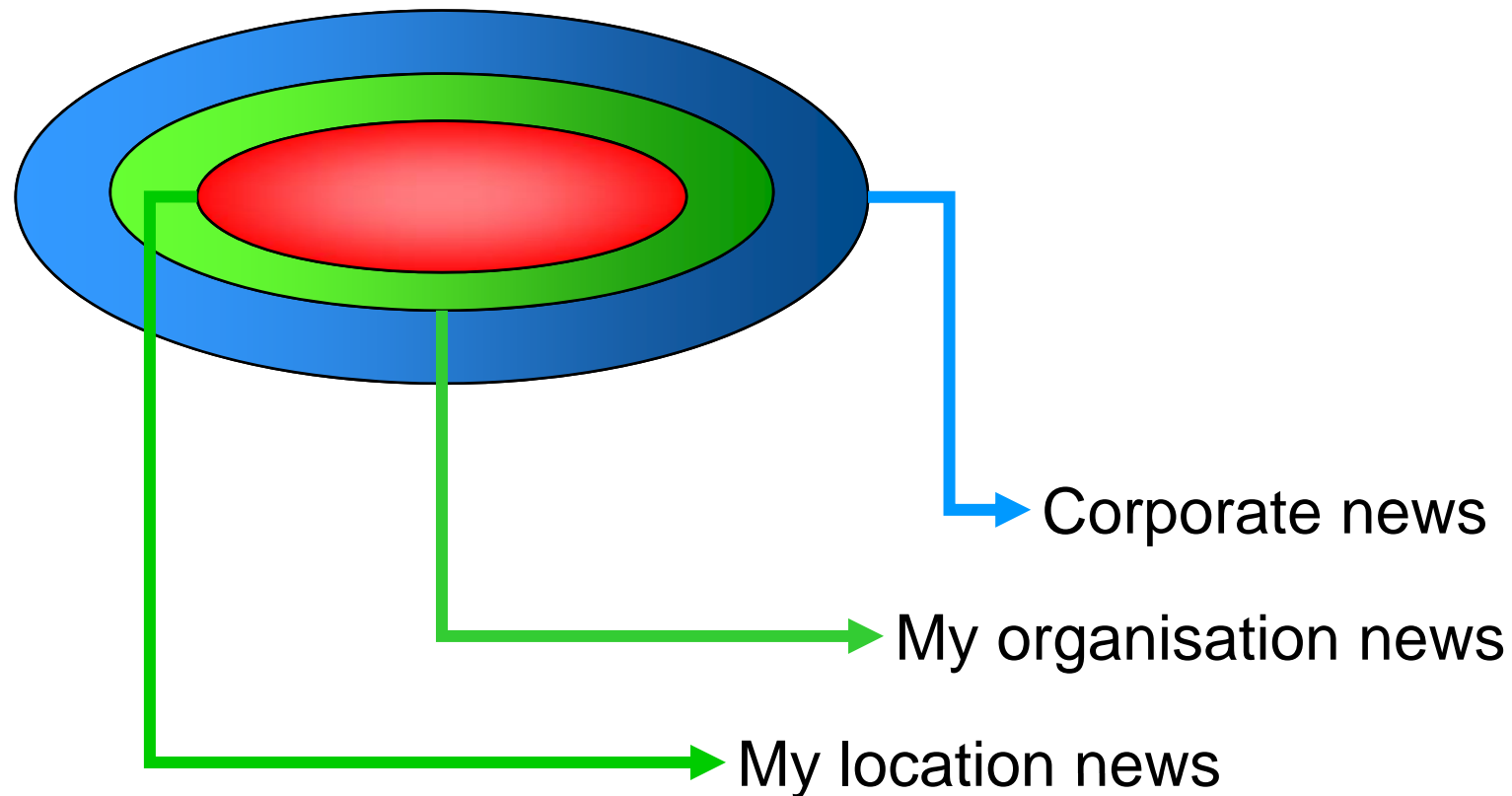
8

- Information to all employees with a PC/laptop, globally
- Easy to implement within globally standardized CICT Office Environment
- Information handling and workflow very simple
- Information can be customized
- Publishing in global languages possible
- Short time to publish
- Traffic generator for inter/intranet, wikis and blogs
- Integration with Plasmascreens possible
- News appears in various ways (passively and actively)

Different channels with dedicated content for specified target groups



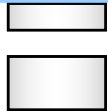
Every user receives a mix of news items, based on his/her personal profile



# Various levels of instant communication

## Channels:

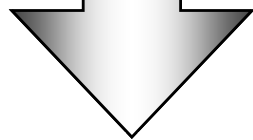
**Location**



**Organisation**



**Corporate**



## Topics:

- **Employee news**
- **Local site news**
- **Emergency alerts**

- **Translation of corp. topics to org. level**
- **BSD news**
- **Organisation news**

- **CEO news**
- **Corporate strategy**
- **Corporate figures**
- **Corporate brand**
- **Safety**

## Examples:

- Site emergency alerts
- Employee benefits
- LWC performance
- Site events
- CAO related news
- New instructions

- Personnel changes
- Organisational changes
- Customer events
- BSD strategic news
- Motivational messages

- Strategy milestones statements
- Financial data
- Acquisition/integration news
- New products
- Major incidents
- Safety performance
- Travel advice

- **The news message should have relevance for (the majority of) the DSM organization as a whole - internationally.**
- **The basic content criteria are for a large part based on the content criteria for external press releases.**

Examples:

- Large investment or divestment (> € 10 million)
- Link with corporate strategy (Vision 2005), including strategic investments or divestments < € 10 million, joint-ventures
- Internal and external awards
- Product launch, innovation or new, innovative application
- News on major organizational changes, including reorganizations and restructuring programs and projects
- News on financial results (Quarterly Reports, Annual Report)
- News on (milestones within) worldwide corporate programs
- News on corporate themes and policies, including Sustainability, Whistleblower policies, Corporate Requirements, internationalization
- BG specific issues that could have an impact on DSM's image as a whole, with a specific focus on the DSM brand values: Innovation, Ambition, Ability to Change and Responsibility
- Changes/appointments concern top members
- News on corporate-level emergencies and incidents
- Global ICT-security-related news.

# High-level roadmap for implementation

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## Q4 2003

Pilot 1  
**CCD**  
Heerlen

*Define Publish  
organisation*

*Define design*

## Q2 2004

Pilot 2  
**HQ/DSP/  
Chemelot**

*Integration with  
videoscreens*

*Define  
governance  
model*

## Q2 2005 - Now

Roll-out  
**DSM worldwide**

*Complete on-  
boarding*

*Further  
improvements*

DSM Newscast (Netpresenter®) developed, built and rolled-out in 2 pilot projects.

- First adaptors (DSM Special Products, Chemelot, ACN) in Q2 2004
- Total on-boarding finished Q4 2007

- Number of active news channels: 49
  - 1 corporate channel (mandatory)
  - 23 organization channels (optional)
  - 25 location channels (automatically assigned at log-in)
- On corporate level 2 news items per day
- Positive response overall (end-users, content contributors and content authors)
- Positive impact on traffic intranet and blogs
- Positive impact on engaging employees
- More news used in an integrated way

# Recent improvements - PeerSync® (distribution)

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- All news channels available on all FAP servers
- According to service agreement all content changes are distributed with minimum delay (approx. <20 minutes)
- Distribution scheme in accordance with global regions (regional office hours)

## 3-Tier help organization for different support:

### 1. Local Service Provider (LSP)

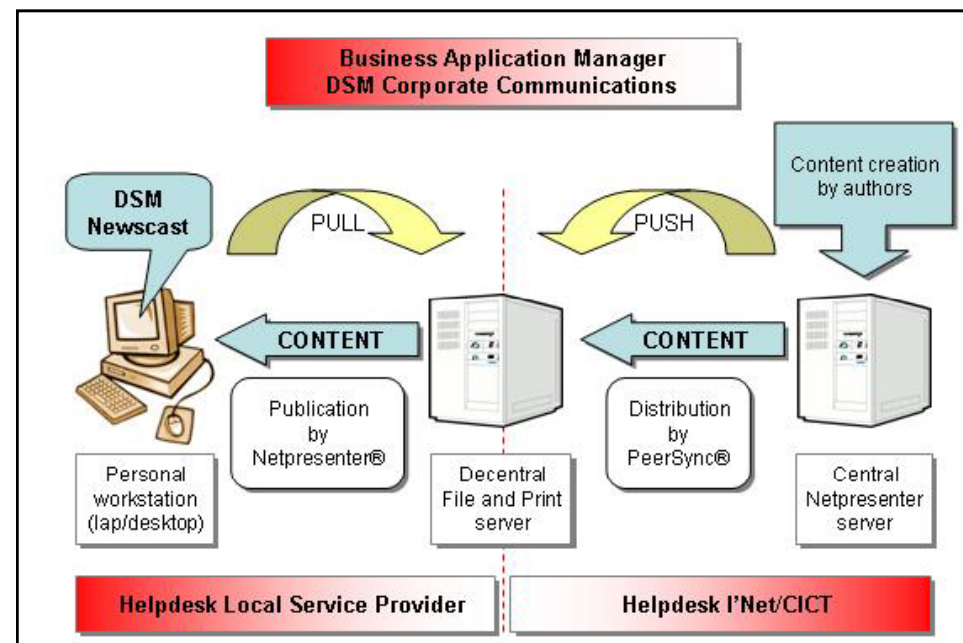
- End-users
- Workstation related
- Online helpdesk

### 2. Helpdesk I'Net (CICT)

- Content authors
- Distribution related
- Client Service

### 3. Corporate Communications (CCD)

- Content authors
- Application related
- General advice




- **Subscription newschannels**
  - Targeted at (sub-)organizations, project groups, specific communities, etc.
  - Online subscription by end-users (application within DSM Intranet)
- **Alert messages**
  - To be used for emergency messaging only (calamity, safety, etc.)
  - Push function: interrupts activities, directly displayed, striking design
  - Policy to be developed in cooperation with Corporate SHE&M
- **Plasma screens**
  - In entrance halls, conference rooms, staff restaurants, control rooms, etc.
  - Allows access to news messages for: non-DSM staff, visitors, etc.

- **Advanced use of images**
  - sizing & positioning
  - interesting opportunities in combination with multiple templates
- **Scheduling of publication**
  - start/end date
  - publication interval
  - lifecycle management
- **Newsfeed Server**
  - RSS feeds on workstations

Location channel:

## Sisseln (Switzerland) – DSM Nutritional Products



The screenshot shows the DSM Newscast website interface. At the top left is the DSM logo. The main header reads "DSM Newscast" with navigation links for "Contact", "Help", and "Info". A sidebar on the left lists "Sisseln" and "Learning Center - Es hat noch Plätze frei:". The main content area features a news item titled "Learning Center - Es hat noch Plätze frei:" dated 2007-04-13. The article lists several events: "Sicherer Umgang mit Gasen" (03.05.2007 - 07.30 Uhr), "Erfolgreiches Kommunizieren - Gespräche/Sitzungen einmal anders (Gesprächsführung)" (08.05. + 12.06.2007 - 08.00 Uhr), "Rundgang durch das Sicherheitslabor (DSM und Roche)" (08.05.2007 - 13.30 Uhr), and "Abwassereinleitungen und Havarien" (09.05.2007 - 08.00 Uhr). A blue box on the right contains the text "Learning Center" and a list of topics: "Fachkompetenz", "Methodenkompetenz", "Sozialkompetenz", "Lernkompetenz", and "Persönlichkeitskompetenz". At the bottom of the news item, there is a link "Click for more information." and the "Unlimited. DSM" logo.

**DSM** **DSM Newscast** Contact Help Info

**Sisseln**

Learning Center - Es hat noch Plätze frei:

### Learning Center - Es hat noch Plätze frei:

 2007-04-13

Sicherer Umgang mit Gasen  
03.05.2007 - 07.30 Uhr

Erfolgreiches Kommunizieren - Gespräche/Sitzungen einmal anders (Gesprächsführung)  
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Abwassereinleitungen und Havarien  
09.05.2007 - 08.00 Uhr

Weitere Informationen finden Sie in unserer Online-Kursbroschüre. Sie öffnet sich mit unserem Link.

[Click for more information.](#)

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The screenshot displays a web interface for 'DSM Newscast'. The header includes the DSM logo and navigation links for 'Contact', 'Help', and 'Info'. A sidebar on the left is titled 'Sisseln' and contains a link to a video message. The main content area features the title 'Videobotschaft von Feike Sijbesma und Stephan Tanda' dated '2007-04-13'. The text below the title states: 'Stephan Tanda wird als Nachfolger von Feike Sijbesma ab Mai 2007 die Leitung des Geschäftsbereichs Nutrition übernehmen. Sehen Sie die Videobotschaft via beiliegendem Link oder auf der Startseite des Intranet.' To the right of the text is a large icon of a video camera on a tripod with the DSM logo at its base. At the bottom of the content area, there is a video player control bar with navigation buttons and a link that says 'Click for more information.' The footer of the page includes the text 'Unlimited. DSM'.

**Filago (Italy) – DSM Composite Resins**

**DSM** **DSM Newscast**

Contact Help Info

**DRS Filago**

Risultati 1° quarter 2007

**Risultati 1° quarter 2007** 2007-04-13

E' un grande piacere informarvi che alla fine del 1° trimestre di quest'anno, il risultato raggiunto in termini di profitto dal nostro Business Group è del 25% superiore al budget previsto per tale periodo. Inoltre le vendite di Resine Strutturali registrate nello scorso mese di Marzo sono state le più alte degli ultimi tempi. Il raggiungimento di questo risultato è merito anche dell'impegno che ognuno di voi mette nel proprio lavoro. Per ringraziare e complimentarsi con voi la Direzione ha deciso di festeggiare offrendo in mensa, durante la pausa pranzo, come simbolo una torta il prossimo giovedì.

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dsm.chn - Netpresenter Desktop Player 3.7

**DSM** **DSM Newscast**

Contact Help Info

**HKT Heerlen**

In this channel ...

Wanted: kandidaten voor de OR-Hoofdkantoor verkiezingen in december 2007!!

Beatrix Room Nominated for Dutch Design Prize 2007

Vrijkaarten King Lear

Total Recovery Drink-sachets nu met 20% korting beschikbaar voor DSM'ers

Guido Geelen exposeert sculpturen in de nieuwe Art Corner expositie

**Total Recovery Drink-sachets nu met 20% korting beschikbaar voor DSM'ers** 2007-10-04

Binnen DSM is grote vraag naar PeptoPro®. Ook tijdens de laatste ODS Classic, op 25 augustus j.l., kreeg iedere deelnemer voor de start vier sachets Total Recovery Drink met PeptoPro®. Het drankje, dat tevens de officiële sportdrank van NOC\*NSF is, werd met groot enthousiasme ontvangen en heeft de fietsers ondersteund bij het leveren van hun sportieve prestatie.

Sinds kort zijn de Total Recovery Drink-sachets met 20% korting beschikbaar voor DSM'ers. Klik op onderstaande link voor meer informatie en instructies.

[Click for more information.](#)

**Unlimited. DSM**

dsms.chn - Netpresenter Desktop Player 3.7

**DSM** **DSM Newscast**

Contact Help Info

**Corporate**

In this channel ...

DFS launches Let's cake together concept

PeptoPro® goes East

DSM one of China's Top Employers in Beijing Region

Aurora Update: up-dating the Aurora software on your workstation

Hybrane business transferred to DSM Resins

**DSM one of China's Top Employers in Beijing Region** 2007-10-10

DSM (China) Ltd. was recently selected as one of the China's Top Employers 2007-2008 Beijing Region!

Following selection as one of China's Top Employers 2007 Shanghai Region, this is a second recognition of DSM companies in China.

中国杰出雇主 AWARDED BY CHINA'S TOP EMPLOYERS 北京地区 '07-'08 BEIJING REGION crf.com

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Click for more information

start dsm.chn -... Microsoft ... 11 Micr... Microsoft ... 5 Intern... DSM\_Ne... 4 Adob... 2 Micros... 17:57

**Corporate**[My organisation](#)[My location](#)

## VIRUS ALERT: Worm.Bagle virus

All attachments with extension \*.ZIP and \*.RAR will be deleted from e-mail.

If you receive a message containing a ZIP file with a associated password in the e-mail. Do not open! This is a virus. Delete this email.

The sender information is incorrect on the email to protect the real sender from being apprehended.

[More info on the CICT Intranet.](#)



- Involve top management and ICT from the beginning
- Align the tool with your communication strategy
- *Test, test, test*
- Keep the design simple and straightforward
- Don't be over optimistic in planning a global mandatory roll-out – *let the tool sell itself*
- Create a (decentral) governance structure
- Create guidelines and criteria for (corporate) news
- Create a functional and technical maintenance organization
- Continually measuring, steering and developing

# Questions?



**Jos van Haastrecht**  
**Wednesday 17 October**

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