

# Strategic Performance Management System Integration with the Global Strategic Communications Plan

Zepter International / Zepter Medical

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Why do we need  
an effective  
Strategic  
Performance  
Management  
System ?



**Preparing for exciting changes in 2018 along with training programs to help our employees navigate the new global communications and distribution strategy.**

For over 30 years, Zepter International has invested in their employees as the driving force for the company's success. By implementing a renewed Strategic Performance Management System and Communications Plan, we can enhance how we articulate our vision, values, goals, and mission, create an organizational structure to apply strategies across all Zepter teams and departments globally, increase engagement and productivity, establish effective performance measures and rewards system, ensure all business goals are met, align our resources, and achieve our objectives faster. The new SPM system will help prepare our workforce for the upcoming rebranding and changes in product distribution channels. ***To be successful in all these projects, we need an effective integration of what we want to achieve, with strategic communication plans and strategic performance management to realize our goals.***

How will the new Strategic Performance Management System benefit employees?



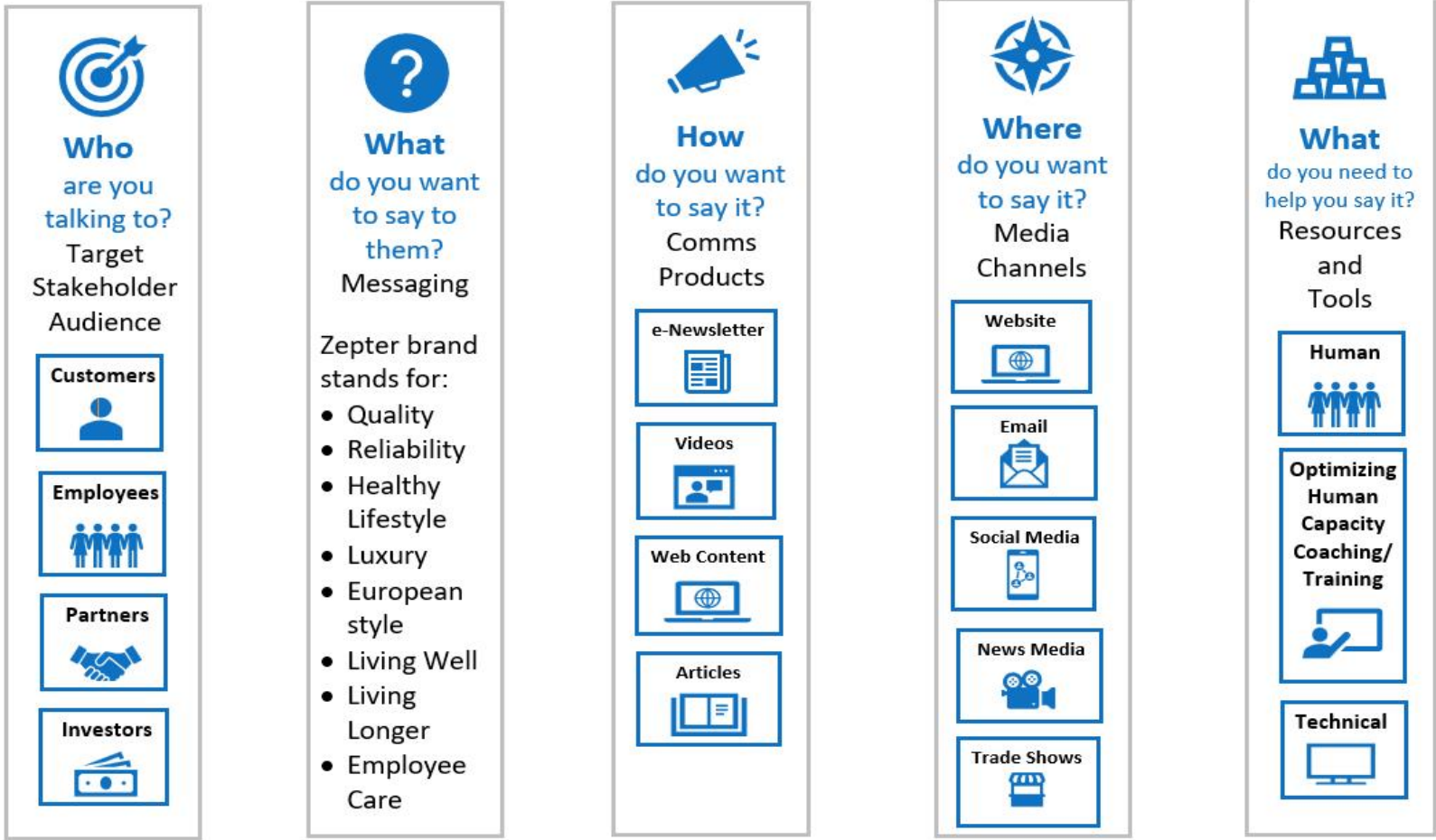
By initiating a new support system for its employees, Zepter will not only achieve its ultimate objectives and results for this year and beyond, but also enable better performance while shaping and building subject matter expertise, career development, employee satisfaction, and employee retention.



What are the main phases of the new SPM System?

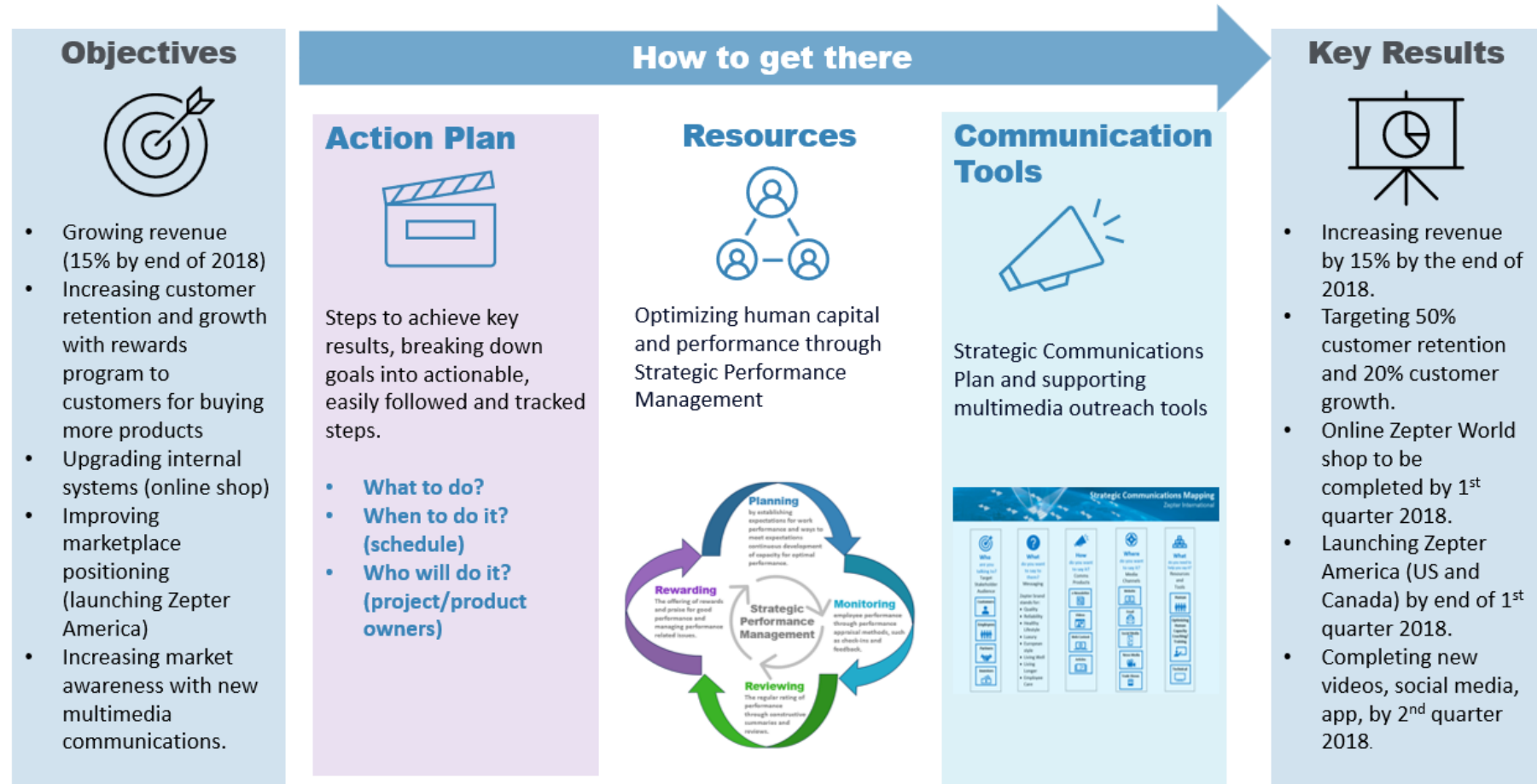


How does Strategic Communications support Performance Management and achievement of business objectives?



Zepter representatives are essentially “Zepter Brand Ambassadors”. What and how they are communicating to customers should be perfectly aligned with our goals and communication strategy. Their performance depends on our ability to communicate and train them. Communication is also the key to success for any change initiative and performance management.

# How should our Strategic Performance Management integrate with Strategic Communications?



Bringing it all together, effective Strategic Performance Management should be supported by our multimedia communication strategy and products.

What changes will help us achieve our objectives and how do we manage the change?

## Objectives



- Growing revenue (15% by end of 2018)
- Increasing customer retention and growth with rewards program to customers for buying more products
- Upgrading internal systems (online shop)
- Improving marketplace positioning (launching Zepter America)
- Increasing market awareness with new multimedia communications.

## Action Plan



Steps to achieve key results, breaking down goals into actionable, easily followed and tracked steps.

- **What to do?**
- **When to do it? (schedule)**
- **Who will do it? (project/product owners)**

## Resources



Optimizing human capital and performance through Strategic Performance Management



## Communication Tools



Strategic Communications Plan and supporting multimedia outreach tools



## Key Results



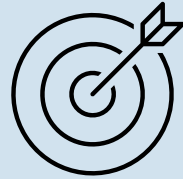
- Increasing revenue by 15% by the end of 2018.
- Targeting 50% customer retention and 20% customer growth.
- Online Zepter World shop to be completed by 1<sup>st</sup> quarter 2018.
- Launching Zepter America (US and Canada) by end of 1<sup>st</sup> quarter 2018.
- Completing new videos, social media, app, by 2<sup>nd</sup> quarter 2018.

## Planned Changes to help us get there

- **New rebranding initiatives** with all new communications content.
- **New market outreach** with a potential \$4.5 million return on investment.
- **New product launches** marketing and repackaging.
- **New training program** for over 2300 sales representatives in 42 cities on 5 continents.
- **New sales automation tools** and online shop making it easier to purchase Zepter products.
- **New digital channels** expanded for customer communication.

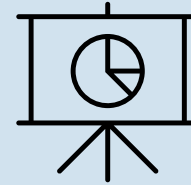
How to identify our target objectives and key results OKRs with metrics to help us stay on track, and key performance indicators KPIs to track our progress?

## Objectives



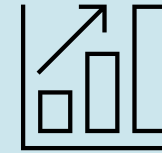
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## Key Performance Indicators KPIs



SMART Criteria:

- Specific
- Measurable
- Attainable
- Relevant
- Timely

Evaluating success in the following:

- Quarterly employee brand knowledge review scores
- Quarterly employee performance scores

Evaluating production and sales metrics in the following:

- Inventory turnover
- Average OOS Out of Stock rate
- OTIF On Time In Full deliveries
- Average OTIF On Time In Full rate
- Average on time rate
- Out of stock rate



# Stakeholder Communication Management — what communications go where and how?

## External Comms

- Press Releases
- Articles
- Podcasts
- Conferences / Trade Shows
- Media Announcements

## Websites

- Social Media
- Events
- Webinars
- Photography
- Videography

## Internal Comms

- Intranet
- Emails
- Meetings
- Training
- Newsletters



## Real Estate in over 60 countries

- Zepter retail stores
- Zepter Hotels
- Zepter Commercial Space
- Zepter Museum
- Zepter Opera House

## Zepter products

- Health—Biopton medical
- Beauty—Skincare, Perfumes
- Luxury—Tesla Eyewear, Watches
- Home—Fine China, Luxury cookware, Water & air purifiers

