

\et set'er-e\ [L] : 1. A number of additional things; extras.
2. A collection of valuable new Motorola premier employee services designed to help you play harder, work smarter and live simpler.

CHILD DEVELOPMENT

"Child care is ruff! We make it easier."



Leaving your child at daycare is difficult enough without having to do it halfway across town. *Bright Horizons Family Solutions*, one of the nation's leading providers of child care/development programs, will operate the centers for the Motorola Semiconductor Products Sector within minutes of the Ed Bluestein and Oak Hill facilities. Set to open early Fall 1999, enrollment will start three months in advance. Bright Horizons' acclaimed programs are accredited by the National Association for the Education of Young Children (NAEYC).

- High-quality child development faculty, curriculum and facility
- Ages 6 weeks to 6 years
- 11 hours a day, Monday through Friday
- Competitive cost
- Parent education

"Sit. Roll over. Jump. At the new Activity Centers."



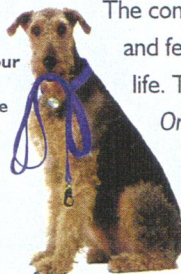
ACTIVITY CENTERS

With input from more than 3,000 Motorolans, we've designed the new Motorola Activity Centers to offer a little something for everyone. Want a good workout? Try a variety of group and individual fitness opportunities. Need to get away from it all? Try a relaxing or adventurous getaway alone or with family. You'll also enjoy golf seminars, volleyball leagues, and a whole lot more provided by *Club One*. *Parmer Lane* will be the first activity center to open in Summer 1999. Ed Bluestein and Oak Hill will follow close behind opening in early Fall 1999.

- State-of-the-art equipment
- Strength training
- Weekend adventure outings
- Group exercise programs
- Education & rehabilitation
- Personal trainers
- Massage
- Sports tournaments

CONCIERGE SERVICE

"Mollie has a 9-hour bladder. And you're working a 12-hour day."



The concierge is like an extra pair of hands and feet to help you find balance in your life. The service, provided by *Two Places at One Time*, gives you time to focus on the important things. Available 8 hours a day starting in July, the concierge will go the extra mile for you for only \$5 an hour.

- Walk the dog
- Run errands, grocery shop
- Get your car inspected or oil changed
- Make reservations and obtain tickets
- Pick up dry cleaning, shoe repair
- Purchase & send gifts
- You name it!

**Play harder,
work smarter,
live simpler,**



**For more information
visit our website or
Human Resources.**

<http://etc.sps.mot.com>

Subject: Premier Employee Services Communications**Date:** Thu, 21 Jan 1999 21:28:58 +0100**From:** "Sandi Aitken (r17872)" <r17872@email.sps.mot.com>**Internal****Organization:** Motorola Semiconductor Products Sector**To:** "Barbara Arnold (ra7502)" <ra7502@email.sps.mot.com>**CC:** "David Doolittle (rwws10)" <rwws10@email.sps.mot.com>, "Ken Phillips (rspc30)" <rspc30@email.sps.mot.com>

Barbara,

Thank you for the great news today that you will be our internal communication support for Premier Employee Services. Your project planning skills and ability to organize a thorough approach to this message will continue to contribute significantly to the scope of this new project. Our next communications team teleconference is Jan. 27 at 3:00 CST. Enclosed is the revised strategic plan that you developed for us.

With appreciation,
sand



Part 1.2

Name: pescomplan.drft11999**Type:** Macintosh File**Encoding:** 7bit**Description:** Microsoft Word Document

Draft V-4 Revised 2/1199
Prepared by: Barbara Arnold
Client: Sandi Aitken, Director, Premier Employee Services

**Premier Employee Services
Integrated* Communications Plan
Phase II: Understanding and Education**

Vision:

To be the premier employer--the employer of choice by current and prospective employees

Mission:

- 1. To help Motorolans obtain balance between their personal and professional lives**
- 2. To attract and retain the very best talent by creating a supportive and flexible work environment that energizes Motorolans.**
- 3. New services will help employees:**
 - 1. Provide quality care for their families**
 - 2. Improve their physical and mental well being**
 - 3. Manage their time**

Messages:

- 1. Motorola cares about its employees enough to provide options for a flexible and balanced life.**
- 2. Motorola is offering a combined package (childcare development centers, activity and recreation centers, concierge services). Some employers may offer one or two of these services; Motorola is providing them all.**
- 3. Motorola's goal is to attract and retain top talent.**

Sensitivities:

- 1. Timing of announcements is crucial particularly with regard to business strategy announcements, i.e.; we are exiting certain businesses.**
- 2. Also, need to counterbalance announcement with information regarding current job market, i.e., unemployment has hit a 25-year low and it's a tight job market. Our competitors are offering similar programs but not all bundled into one program.**
- 3. If there is job loss in anyway, employees (and the public) may tend to link the loss of jobs with the offering of these services, which may be perceived as luxury not necessity.**
- 4. The services are offered in Austin, Phoenix and to domestic sales staff. They are not offered to everyone right now; so how might that affect morale if the reality is that it's an U.S.-only program. What's in for me if I live in England or India or Chile?**

***Includes External and Internal Communications Components**

Audiences:**Current Employees:**

--Austin—10,000

--Phoenix—10,500

--Domestic Sales Offices (in United States only)--664 employees

Prospective Employees:

--Freshouts

--New hires (not freshouts)

Note: Need to integrate PES material into Recruiting (Rick Spansel) and New Employee Integration (Ann Basarab) materials.

Retirees:

--If activity center is available to them.

Community-at-Large:

Is there info. to go here??

Major Announcements Milestones:

1. Premier Employee Services Program (ETC), including activity centers, child development centers and concierge services—Target Release Date: 3/1/99—ATX and PHX.
2. Parmer Lane facility opens, including Activity Center, Child Development Center, Concierge Service.--Target Release Date: 4/99-5/99—ATX only.
3. Concierge Services start—Target Release Date: 7/99—ATX and PHX.
4. Child Development Center opens (topping off)—Target Release Date: 8/99-9/99—ATX
5. Child Development Center opens (topping off)—Target Release Date: 12/99-1/2000-PHX. Possibility: Ed Blue and Oak Hill Activity Centers open—Target Release Date: 8/99—ATX only.

Revised Premier Employee Services Timeline

Service	Location	Original Date	Revised Date
Wellness Reimbursement	PHX	7/98	1/99 (completed)
Wellness Reimbursement	Sales Offices	7/98	1/99
PES Program	ATX/PHX		3/8/99
Child Dev. Centers:			
	ATX	2/99	8/99 - 9/99
	PHX	2/99	12/99-1/2000
Activity Centers:			
	ATX (Parmer)	1/99	7/99
	ATX (Ed Blue)	1/99	9/99
	ATX (Oak Hill)	1/99	9/99
Concierge	ATX and PHX	7/98	7/99