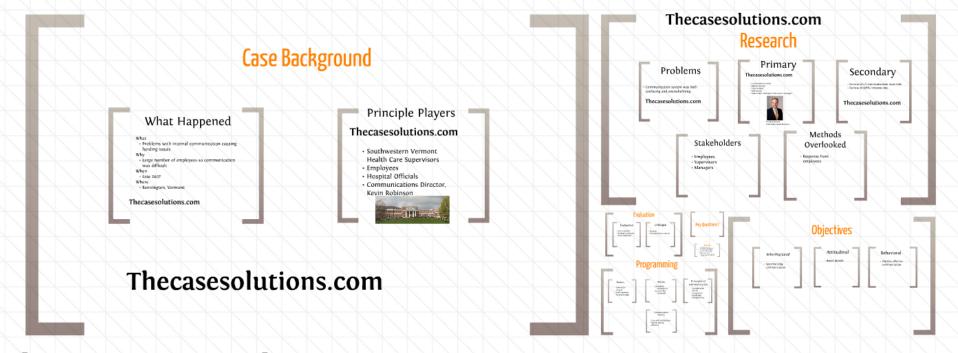
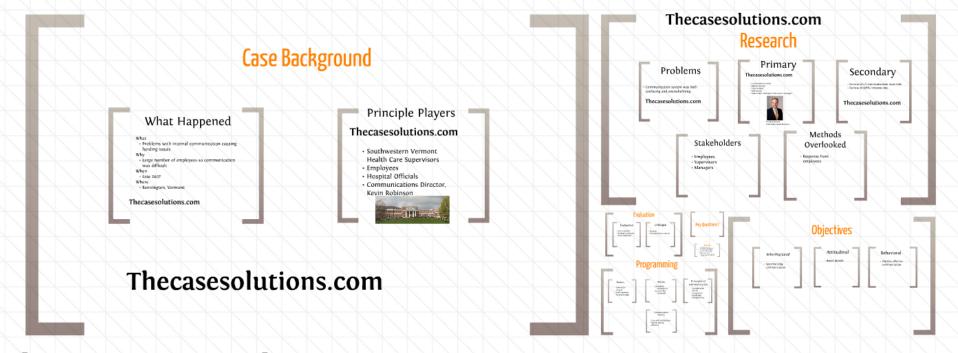
## Mary Spencer's Personal Financial Plan



## Mary Spencer's Personal Financial Plan



### Case Background

#### What Happened

#### What

 Problems with internal communication causing funding issues

#### Why

 Large number of employees so communication was difficult

#### When

Late 2007

Where

· Bennington, Vermont

Thecasesolutions.com

#### Principle Players

#### Thecasesolutions.com

- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



### Thecasesolutions.com

## heraceclutions com

## What Happened

#### What

Problems with internal communication causing funding issues

#### Why

Large number of employees so communication was difficult

#### When

Late 2007

#### Where

Bennington, Vermont

## Principle Players

- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



# The cases olutions.com Research

#### **Problems**

Communication system was both confusing and overwhelming

Thecasesolutions.com

#### Primary

Thecasesolutions.com

- · Communication Audit
- Opinion Survey
- Focus Groups
- · Face-to-face interviews with senior managers



Kevin Robinson Communications Directo

### Secondary

- · Review of all communication materials
- · Review of SVHC intranet site

Thecasesolutions.com

#### Stakeholders

- Employees
- Supervisors
- Managers

#### Methods Overlooked

 Response from employees

**Evaluation** 

Evaluation

2007 evaluation
 Hindsight evaluation

Critique

Any Questions?

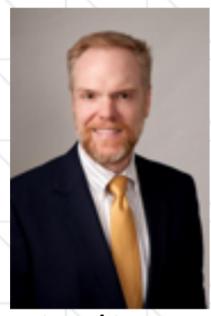
**Objectives** 

# Problems

Communication system was both confusing and overwhelming

# Primary

- Communication Audit
- Opinion Survey
- Focus Groups
- Web Survey
- Face-to-face interviews with senior managers



Kevin Robinson

# Secondary

- Review of all communication materials
- Review of SVHC intranet site