

# DIGITAL WORKPLACE VIDEO:

## Strategies To Advance Company Goals Through Video

### TAKE HOME TOOLS

Slides don't bore people; bullets bore people



VIDEOSCRIBE

CAMTASIA

### THINK VISUAL



INTRANET REFRESH

### VIDEO STRATEGY

- Break through the clutter
- Strategy for when to Invest & when to use Low Budget Options
- Distill your message into 2 minutes or less
- Versatile Medium



3

2

1

4

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### ENGAGE & CONNECT

"People will forget what you said, forget what you did, but people will never forget how you made them feel"

- Maya Angelou



### EDUCATE & INFORM



### WHAT'S NEXT?

Employee Generated Content  
Personalized Learning  
Gamification of the User Experience  
New Technology



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INTRANET REFRESH

# VIDEO STRATEGY

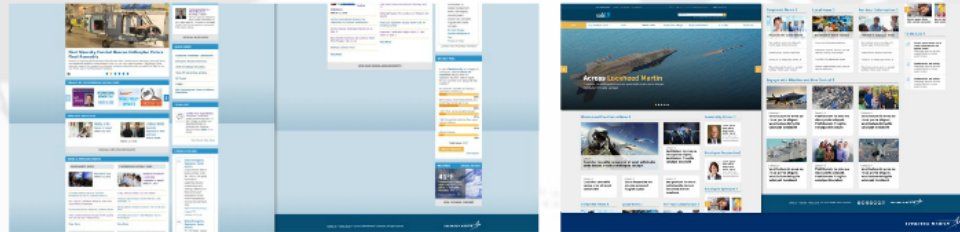
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## First Sikorsky Combat Rescue Helicopter Enters Final Assembly

Sikorsky is beginning final assembly of the first of three new UH-60M Combat Rescue Helicopters, which will bring unprecedented capability enhancements to the U.S. Air Force rescue mission. The final of final assembly supports the program's accelerated schedule and confirms the aircraft's first flight for the end of this year, 12 months ahead of schedule.

### LINKAGE WITH ENTERPRISE OPERATIONS



### EMPLOYEE SPOTLIGHTS



VIEW ALL EMPLOYEE SPOTLIGHTS

### NEWS & ANNOUNCEMENTS

CORPORATE WORK	ENTERPRISE OPERATIONS
<p><b>Best of the Best</b> MARCH 13, 2018</p> <p>Lockheed Martin Culture of Inclusion Recognized as Top in Corporate America</p> <p>New Class of UH-60M Helicopters Ready to Solve Your Most Difficult Challenges</p> <p>Empowered Women Empower Lockheed Martin</p> <p>Video: Helicopter Rescue Program Fourth Quarter and Full-Year 2017 Performance</p> <p><a href="#">View More</a></p>	<p><b>Apply for Technical Leadership Programs by April 5</b> MARCH 13, 2018</p> <p>A-10A with AT-15 New (75) Donations</p> <p>Lockheed Martin History Month 2018 (2) MARCH 13, 2018</p> <p>2018 Excellence Awards Ceremony will Unveil 2017 MVPs</p> <p>One Last Look at 2017-2018 Release Plan in Mission Brief</p> <p><a href="#">View More</a></p>

**Commanding in a Global Business**  
MARCH 13, 2018

The U.S. Navy's submarine fleet is often referred to as the "silent service." This new book by Lockheed Martin, but the real story is a community that values silence.

[VIEW ALL BLOG POSTS](#)

### SPECIAL LINKS

- [Advanced Technology Laboratories](#)
- [Enterprise Business Solutions](#)
- [Join an Industry Conference](#)
- [Time Off Book & Policy](#)
- [LH People](#)
- [LH News](#)
- [LH Training and Finance Solutions](#)
- [LH Support](#)

### FOR THE FUTURE

**April 27**

Lockheed Martin's Enterprise Operations Program will begin on April 27. Don't forget to enroll your **EMPLOYEE** team in the program. Contact your manager or HR for more information.

[View News & Thank You](#)

### ENTERPRISE OPERATIONS

**Global Emergency Operations Center (GEOC)**  
MARCH 13, 2018

Our people have a talent for solving problems in 24/7, 365/24/7 mode. We're looking for more people to join our team. Applications for the Global Emergency Operations Center are due today. 10:00 AM. [View More](#)

### Feed

**Lockheed Martin**  
MARCH 13, 2018

Join the International Women's Day Celebration at Corporate Headquarters

Join the George Washington National Park on Sept. 4

Back Together Coming to the Lockheed Martin 2018 Theater Feb. 23 (2)

Bedfordshire California News

[View More](#)

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### VIEW MORE NEWS & ANNOUNCEMENTS

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### WEEKLY POLL

As part of Lockheed Martin's Enterprise Operations Program, we're asking you to share your experience with our program. How do you think you're doing with that solution?

Our solution is exactly what our customers are looking for.

40%

We're making small improvements, but we still have a long way to go.

40%

I wish there was a way to get it all.

10%

I don't know that customer feedback is a cultural initiative.

10%

Customer feedback is a cultural initiative.

10%

Total votes: 1,017

[LOCKHEED MARTIN](#)

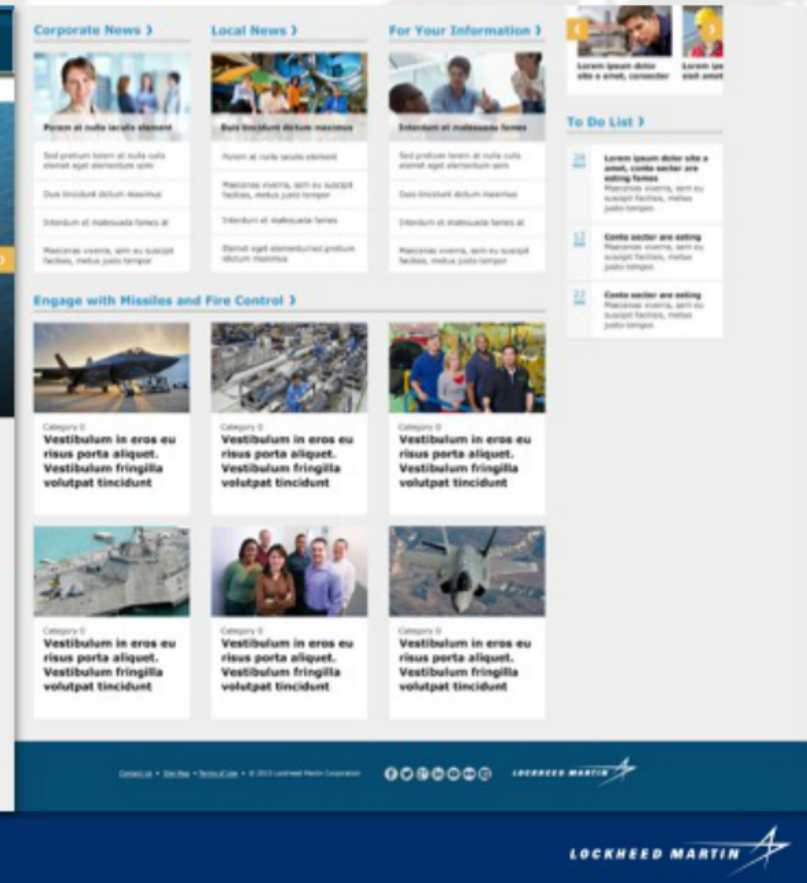
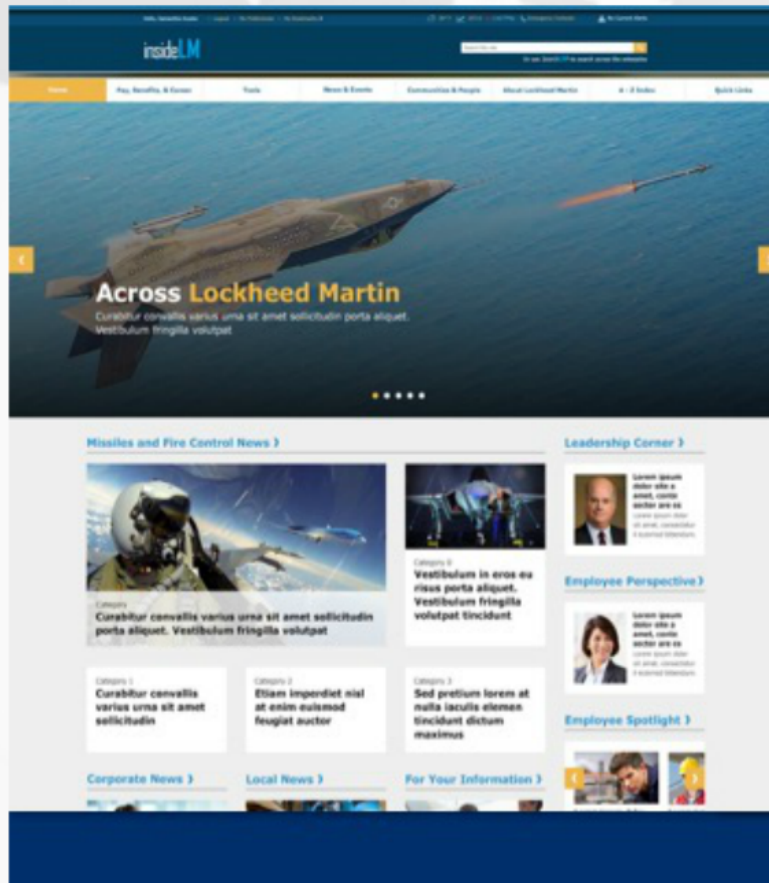
[View Results](#)

**WILSON'S** **Software, Hardware**

**41°F**

Weather: Partly Cloudy  
High: 41°F, Low: 31°F  
Wind: 17 mph, Gust: 24 mph  
Humidity: 65%

[View Extended Forecast](#)



# DIGITAL W

## Strategies To Advan

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CAMTASIA

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You Tube





You Tube

# VIDEO: Through Video

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97 MILLION REASONS  
TO SAY "THANK YOU"



EMPLOYEE  
SPOTLIGHT



# EDUCATE & INFORM



You Tube



You Tube

5

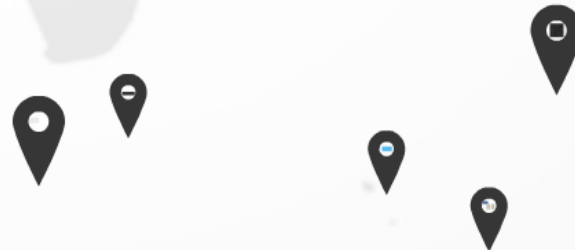
# EDUCATE & INFORM



NEWS BLAST



SOCIETY TALK





You Tube



## Society Talk



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NEWS BLAST



SOCIETY TALK

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## WHAT'S NEXT?

Employee Generated Content  
Facebook Live / Streaming/Reinvention of the Live Broadcast  
New technology



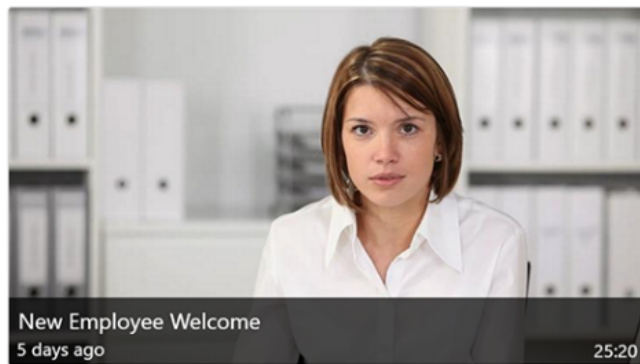
# WHAT'S NEW

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Facebook Live / Streaming/Reinvention of the Live Broadcast

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## Featured



## What's New















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