

ARTICLE — SWITZERLAND

Page 1: **"Boarding now"**
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Sunrise

Boarding now!

As all of you know, sunrise has launched a balloon trip around the world: «Let's follow the sun rise on a balloon trip around the world». For the trip

every employee has received a personal boarding card. But do you really know what for? What is the purpose of this balloon trip? How will you see where the balloon actually is and why?

Just a short summary to shed light upon our balloon project:

- We want to make sure that everybody has a clear picture of the content of our strategy. So we are trying to give you this picture in a novel way communicating our goals, missions and our strategy through the image of our balloon trip.
- Everybody is involved and can participate as a part of the whole company.
- Our goals – destinations - are defined in different ways, for example: number of residential customers, order intake in business sales, customer satisfaction, delivery times ... Every quarter we set new goals and so we head for the next destination.

- The balloon in the Rümlang building goes up whenever we reach a goal and the maps hanging in the entrances of Rümlang, Glattbrugg, Berne and Geneva show where we currently are.
- The boarding card will have a value/benefit for every employee, so don't lose it!
- Everybody will find constantly up-dated information in the news flash and the quarterly newsletter, as well as on the Intranet. There will be quarterly info meetings explaining vision, goals, results and the next «stop» on the trip.

Based on the content of the «boarding card» every department should define a program outlining - What can we do to support the strategy and goals? How are we going to do it? What goals are we aiming after? It's very encouraging to see that so many departments are on «their way» with these activities.

Further questions?
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